

Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

JANUARY • FEBRUARY • 1968



*Employee Group Travel Plans in 1968 —
Reality or Just a Handful of Paper?*

See page 6

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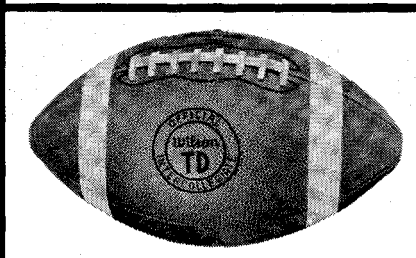
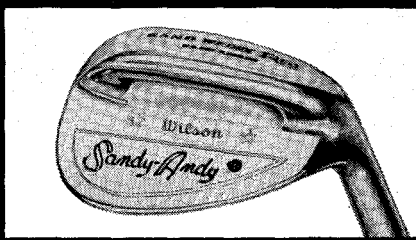
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JANUARY/FEBRUARY, 1968

Volume 11, Number 1

Employee travel groups have

made big plans for 1968.

Whether they all transpire
depends on the administration
in Washington and its attitude
toward the "dollar drain".

See the editorial on page 6.

Cover design by Leo Rotelli.



Recreation

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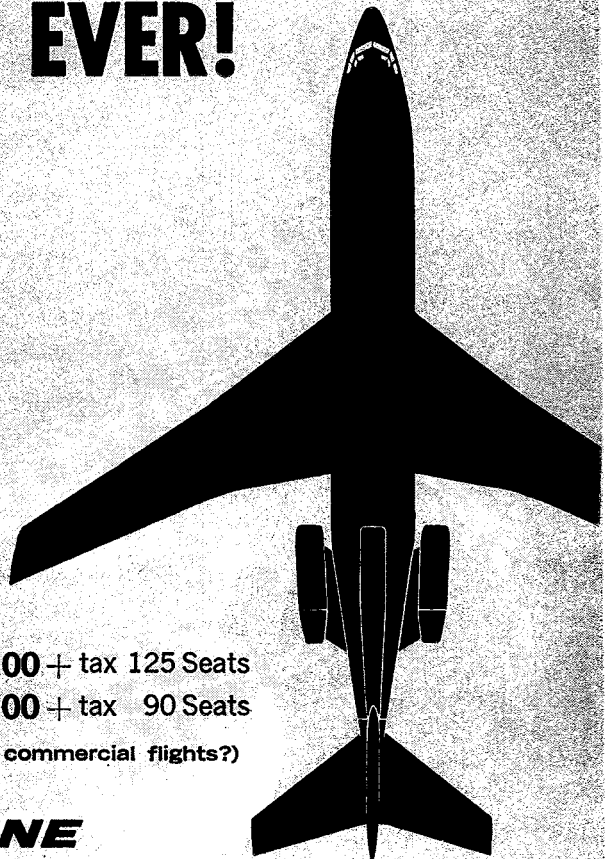
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WE CAN BE DRAINED OF TREASURES MORE VALUABLE THAN THE DOLLAR

As this issue goes to press, the echoes of President Johnson's proposed measures for curbing American tourism abroad are still reverberating through the corridors of the travel industry. As yet, nothing concrete has been done to implement these proposals, but the mere fact that they have been advanced has brought consternation to some and confusion to many.

Not the least concerned are the hundreds of employee travel groups which have booked or are contemplating overseas tours this year.

There's no doubt that our government must quickly and effectively stop the "dollar drain" which has been plaguing our economy for the past 15 years. But whether a halt on foreign travel is a logical and effective method of bringing this about is open to discussion.

We feel that the harm caused by legislating controls over American citizens traveling to foreign lands would far outweigh the benefits gained by keeping their travel dollars within this country.

This harm would occur at both the economic and emotional levels.

First, let's examine the area of dollars and cents. Any marked lessening in travel abroad would create repercussions throughout our domestic economy. Take the aircraft industry. A lesser number of people on transoceanic flights naturally calls for fewer aircraft. Contracts for airliners would be smaller and slower in forthcoming. Such a cutback would affect all supporting industries.

Then there is the matter of foreign tourists visiting this country. They have just started showing up in sizeable numbers—a goal toward which we have long worked. Any decline in American travel abroad would certainly have an adverse effect on this fledgling market.

But it is in the realm of national emotion and morale, where the greatest harm could be done. We Americans treasure our ideal of personal freedom and independence. Over the last quarter-century, it seems that we have had less and less to brag about in this area.

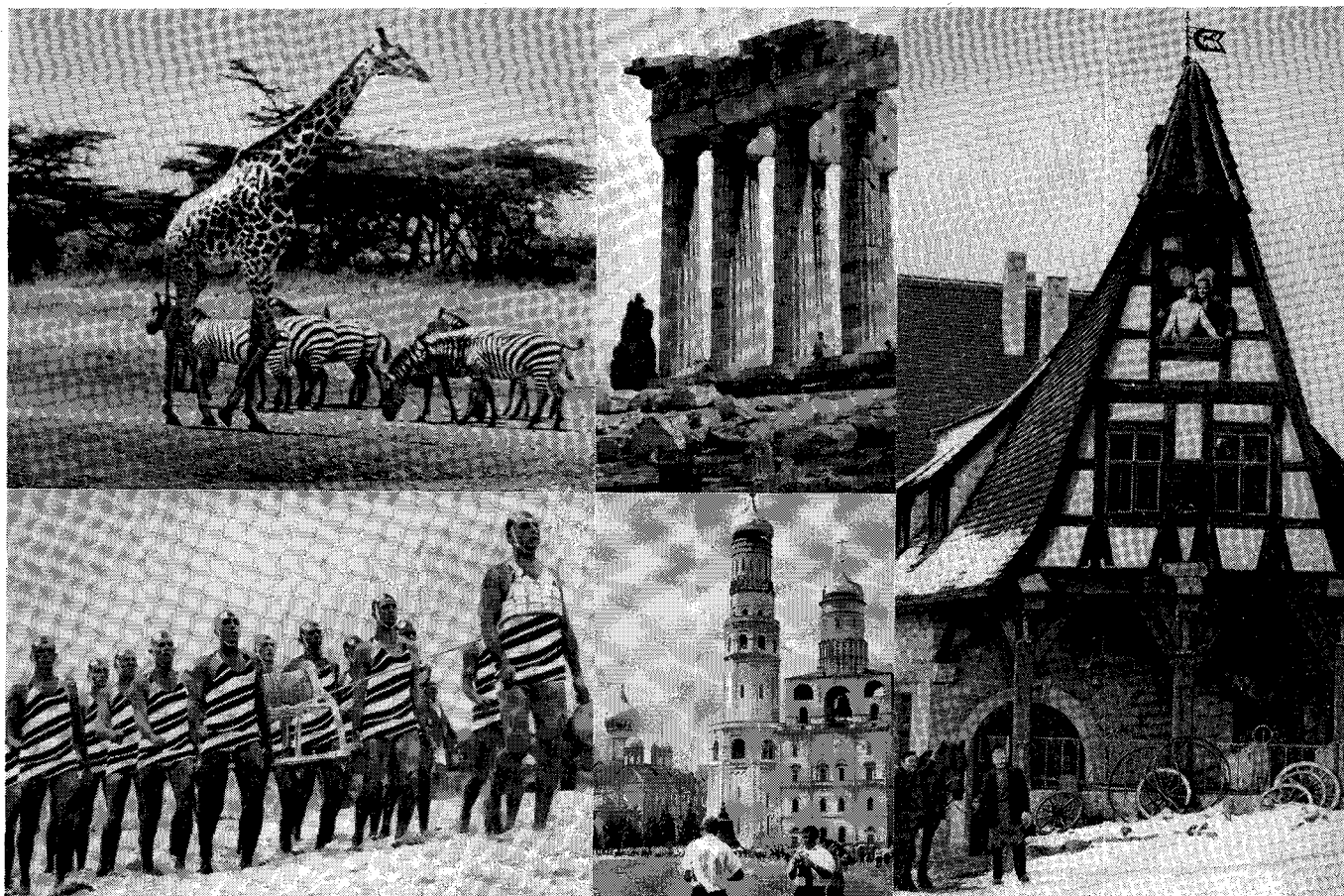
Any legislation that, in effect, limits the mobility of a U.S. citizen is a serious move which knocks one more small prop from beneath our broad base of personal freedom. There are too few props left standing as it is now.

Many countries throughout history, from Egypt under the Pharaohs to Russia under Communism, have attempted to dictate just where their citizens could and couldn't go—all with less than happy results. Let us not, by withdrawing into ourselves, fall prey to the same mistake.

The "dollar drain" should and must be stopped, but not by stopping the communion of peoples!

K. Allan Archbold
Editor

Send your employees on a Lufthansa tour.



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R/M's Itinerary Planning Guide for Foreign and Domestic Group Travel

Vacationing employee groups will travel to the ends of the earth in the coming year. As an aid to the travel club officers and recreation administrators who are preparing the itineraries for their 1968 and 1969 employee group tours, R/M again presents some sample trips in outline form. If the areas profiled here coincide with the interests of your groups, R/M can help you get the best all-round information with the aid of the advertisers in this issue, including specific points of interest, accommodations, and prices. Just indicate on the attached postage-free reply card which tours interest your group, tear it out and mail it. The information will be forwarded to you promptly.

EUROPE

With the increasing prevalence of three and four-week vacations, it is possible for company groups to arrange the European tours listed below so that they may fly one way and cruise the other. This way they can enjoy the best of both modes of travel on a single tour.

E1. IRELAND-ENGLAND-SCOTLAND

Tours center on Dublin, London, Edinburgh, and can include all the historic sights of the British Isles. Schedule a trip to the Shakespeare country. Plan a trip around a group hunting or golfing expedition to Ireland and Scotland.

E2. FRANCE-HOLLAND-BELGIUM

Center your tour on Paris, Nice, Lourdes, Amsterdam, Brussels. See the Chateaux country, Normandy, Brittany, The Pyrenees. End with a Rhine River trip through rural Holland.

E3. GERMANY-SWITZERLAND-AUSTRIA

See Berlin, Frankfurt, Munich, Zurich, Lucerne, Geneva, Interlaken, Innsbruck, Salzburg, and Vienna. Include a Rhine River excursion. Visit the great medieval cities of Central Europe.

E4. SPAIN-PORTUGAL

Tour Lisbon, Madrid, Barcelona, Palma. Include a motor coach tour of rural Portugal. Other "Andalusian highlights" include jaunts through Gra-

nada, Cordova, and Seville.

E5. ITALY-GREECE

Start from Rome. See Milan, Florence, Venice, Naples, Genoa, Palermo, and Capri. Visit Athens and view the "glory that was Greece."

E6. NORWAY-SWEDEN-DENMARK

Visit Copenhagen, friendliest city in Europe. See the major cities of Scandinavia, including Stockholm, Oslo, Elsinore, Gothenburg and Bergen.

E7. THE MIDDLE EAST

Explore the great cities of the exotic Middle East including Cairo, Beirut, Jerusalem, Haifa, Istanbul. Side excursions to the Pyramids, Troy and Galilee.

E8. MEDITERRANEAN CRUISES

You can start from the U.S. or from a European port and visit the French Riviera, North African ports, Italy, and the Greek Islands. A variety of special cruise packages exist with your ship serving as your floating luxury hotel.

OTHER FOREIGN

F1. MEXICO

Arrive in Mexico City. Visit world famous sugar plantations, sulphur springs, resorts, Mexico City proper. Take trips to Pyramids of the Moon and Sun, and Shrine of Guadalupe. See a bullfight. Visit Acapulco.

F2. THE PACIFIC

Jet to Tahiti. Perhaps see Bora Bora and New Zealand. Combine with trip to Hawaii. See the world's newest and fastest growing vacation area.

F3. THE ORIENT

Stop over in Honolulu. Visit great cities of Japan, including Tokyo, Nikko, Yokohama, Kyoto, Osaka. Also see Hong Kong, Macau, Taipei, Tulien. Make additional stops at exotic Bangkok, Kuala-Lampur, and Singapore.

F4. TRANSATLANTIC CRUISE

Starting from New York, you leisurely cross the Atlantic to "do the continent." Luxury and comfort at bargain prices on your vacation begins the moment you step aboard.

F5. SOUTH AMERICA

Fly to Rio de Janeiro. See booming Sao Paulo, Montevideo, Buenos Aires, Santiago, and Lima. Visit the Inca ruins. Visit ultra-modern Brasilia, see Chilean Lakes, towering Iguacu Falls.

F6. CARIBBEAN CRUISES

Start from New York. Cruise to the Caribbean aboard luxury liner. Ports of call include St. Thomas, Fort de France, Curacao, Nassau. Experience the magic of the Indies.

DOMESTIC

D1. HAWAII

Jet to Hawaii from home city. Enjoy a traditional Aloha flower welcome in Honolulu. Swim at Waikiki. Try a luau dinner. Visit Pearl Harbor and the scenic delights of tropical Oahu. See the exquisite Outer Islands. Take cruise ship back to San Francisco. Fly home.

D2. WESTERN TOUR

Starting from California, see Los Angeles, San Francisco, San Diego, national parks, Sierras, include Reno and Las Vegas, on to Colorado's Estes National Park. Jet to home city via Denver.

D3. LAS VEGAS AND RENO

Still the "Monte Carlo" of America, Las Vegas is a first rate group destination. See the famous gaming houses, nite spots gay with neon illumination. Consider including jaunts to Lake Mead, Grand Canyon, Zion National Park, and Death Valley.

D4. AMERICAN/CANADIAN ROCKIES

Start from Billings, Montana, and ride by streamline train and motor coach through the breathtaking Rockies. See Glacier Park, Yellowstone, Waterton Lakes Park, and much of scenic Montana. Or organize a winter excursion to Denver, mecca of ski enthusiasts the world over.

D5. MIAMI BEACH AND STATE OF FLORIDA

Jet to Miami Beach, "Land of Sunshine." Stay in one of the many fine ocean-front hotels or motels. Schedule side tours, such as the Everglades and the Seaquarium. Take a local cruise. Motor over

Tamiami trail to west coast of state. Stop at Sarasota, see famed Ringling Brothers Circus Museum. See the porpoise and seals perform at St. Petersburg Beach's new Aquatorium. Jet home from Tampa.

D6. MIDWEST

See Chicago, Springfield, Illinois, and historic Lincoln shrines in Illinois' "Lincolnland." Take a cruise on Lake Michigan. Travel by bus to Mackinac Island, through Michigan's most beautiful areas.

D7. NEW YORK CITY

Favorite all-time tourist attraction in the U.S.A. Jet to New York. See Broadway plays, attend concerts, see ball games. Visit museums. Tour city and view from atop RCA building, Empire State building, and others offering aerial views.

D8. WASHINGTON-WILLIAMSBURG

Visit the Capitol, Supreme Court, Library of Congress, Lincoln Memorial, Arlington Cemetery, Georgetown, as well as Mt. Vernon, a short distance outside of the city. See colonial Williamsburg, restored as it appeared in George Washington's day. Perhaps include a side trip to Maryland, to see Annapolis—home of the United States Naval Academy.

D9. NEW ENGLAND

Take a motorcoach tour of New England, 1,200 miles of scenic land, including Berkshire Hills, Green Mountains of Vermont, White Mountains of New Hampshire, Portland, and New England's rock-bound coast. See Boston, Lexington, Cape Cod.

SPECIAL INTEREST TOURS

A travel natural for employee groups are the trips and tours which explore the "special interests" of the participants while at the same time fulfilling their urge to travel. The industrial recreation director has "ready-made" interest groups composed of many different clubs that are incorporated into his recreation association, i.e. the camera club, the garden club, the rod and gun club, etc. Many interesting tours can be fashioned for each one of these clubs. If you would like information on tours for a special interest group not listed below, just write in your choice on the card.

S1. GOLF TOURS

Golf your way around Europe. Play the most famous courses in the British Isles and the Continent in the company of your favorite golfing partners. Play St. Andrews in Scotland, the Royal Waterloo in Brussels, and St. Cloud in Paris, to name a few.

S2. HUNTING TOURS

Hunt stag in Ireland, grouse in Scotland, wild boar in the Black Forest on some of the world's finest and most famous shooting preserves. Spend your nights in magnificent castles and manor houses once occupied by royalty.

S3. SKI TOURS

For your ski buffs who long to try the legendary slopes of Europe. Choose from St. Moritz, Innsbruck, Chamonix, Garmisch, Cortina or any of the other fine resorts throughout the Alps.

S4. GARDEN TOURS

A garden club from your firm would find this tour of Europe a pure delight. Some of the finest landscaping and gardening in the world is on display at such spots as the manor houses of Britain, the public parks of Paris, not to mention "tulip time" in Holland.

S5. FISHING TOURS

Pit your angling skills against Atlantic salmon in the rivers of Scotland, arctic char in the lakes of Norway, brown trout in the streams of Germany. All this and spectacular scenery.

S6. WINE TOURS

The gourmets of your company will go for this. Visit the classic wine producing areas of Europe—the magnificent chateaux of Bordeaux, the beautiful Cote d'Or of Burgundy, the fairytale atmosphere of the Moselle and the Rhine.

We should really get together:

Your group of fun-seekers. Our group of fun Sheratons.

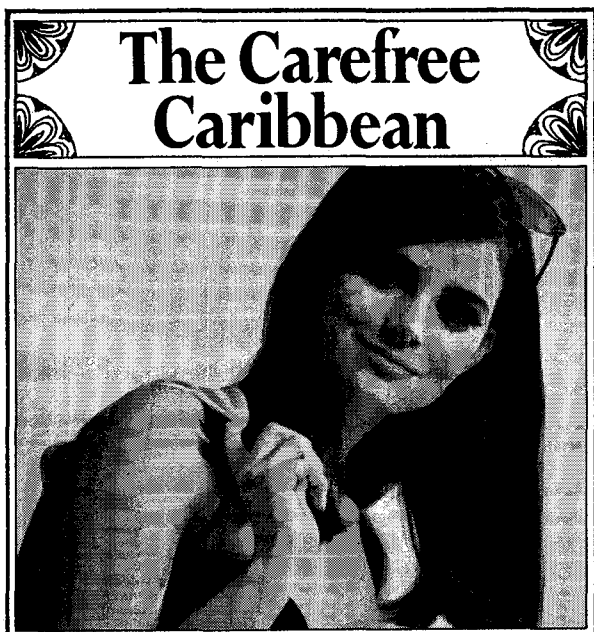
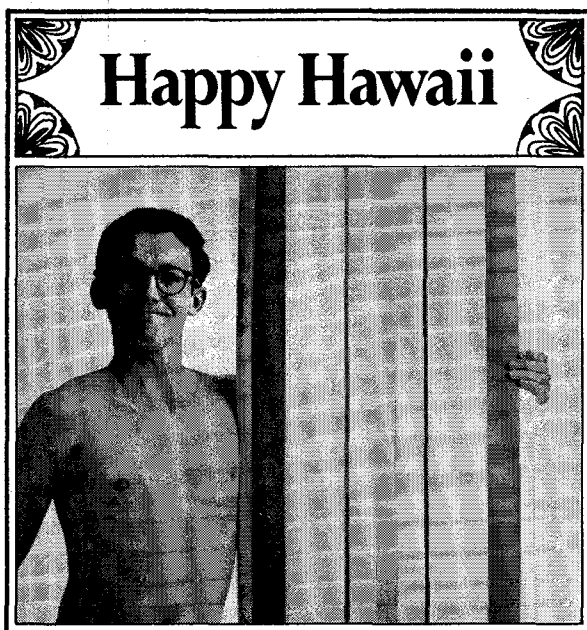
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Travel Program Ideal For LERA Globetrotters

The myriad tours offered by LERA each year gives the Lockheed employee an opportunity to choose the one which best suits his personal interests and budget.

Editor's Note: This article was written before President Johnson's proposed curb on foreign travel burst into the headlines. As of now, certain segments of the program described in this story are "up in the air". Recreation Management will carry a detailed report in an upcoming issue on the effect these proposals have had on employee group travel plans for 1968.

Last July, L. Eugene Root, president of Lockheed Missiles & Space Co., Sunnyvale, Calif., speaking through the pages of *Recreation Management*, stated that one of the major goals of an industrial recreation program is to "help bring closer together a large number of individuals from widespread career fields".

Naturally enough, the recreation program at Root's own company reflects this type of thinking and nowhere is it better illustrated than in the group travel activity. Last year, over 500 employees from just about every job classification journeyed to all parts of the world on tours sponsored by the Lockheed Employees Recreation Association (LERA).

1968 begins the ninth year of LERA's ever-expanding travel program and, because of the enthusiastic support given it in the past by employees, LERA Executive Director Ken Leonard has put together the most comprehensive selection of tour offerings yet. Fifteen tours in all to just about every spot on the globe imaginable.

Holding star billing on this year's program are a 23-day jet tour around the world and a chartered plane to Europe with a choice of land tours consisting of central Europe; England, Ireland and Scotland; Scandinavia; or some of the Iron Curtain countries.

Some other offerings include the Caribbean, Hawaii, the Orient, Mexico, and the South Pacific. For those who want to go deluxe, a tour of Spain, Casablanca, France,

Greece, and Turkey offers the finest hotels and first class arrangements. (See the box on the adjoining page for a complete rundown of LERA's travel activities for 1968.)

Begin With Ballyhoo

To promote this extensive program, LERA is preparing a "Travel Extravaganza" to take place early this year. Employees will be invited to the LERA auditorium on a specific evening to get the details on all the tours offered in the next 12 months.

This meeting gives an interested employee the opportunity to thoroughly examine the details of all the tours and decide on the one which most closely matches his preferences and budget. Booths will be set up so that representatives from the airlines and agencies involved in the tours can answer questions, and hand out informative literature and souvenirs. Talks pinpointing the specifics on passports, inoculations, wearing apparel, and other areas of interest to potential world travelers will be given throughout the evening. A movie, featuring sights from the specific areas to be visited, will be shown continuously in one part of the auditorium.

So the "Travel Extravaganza" promises to be not only a very enlightening evening for Lockheed employees, but an enjoyable one to boot.

After this big kick-off promotion, individual sign-up meetings are arranged for each tour. The Travel Coordinator, a full-time member of the LERA administrative staff, sets up these meeting nights and publicizes them.

At these sign-up meetings, additional details about the tour are discussed with the Travel Coordinator and a representative from the travel agency handling the trip. Movies of the countries to be visited are shown and a point-by-point explanation of the itinerary follows. Sometimes the airlines and agencies wind up the evenings with door prizes.

Every tour has an individual information brochure, distributed to the employees. The brochures are detailed, colorful, and give the LERA office the aura of a professional travel agency.

In fact, the LERA group travel department is a small

agency in itself. A staff of four handles travel, entertainment, and sports event tickets—doing an annual volume which would rival many small agencies.

Travelers Well-Prepared Beforehand

By the time an employee decides on a certain tour, he has been exposed to every possible detail about that tour. He knows just what's in store for him—how he'll travel, where he'll stay and for how long, what he'll see, and just what is covered in the package price and what is extra. This foreknowledge is extremely important, leaving the employee completely prepared for his trip both mentally and physically. It allows him to plan out ahead of time his wardrobe, his budget, and what he will do with his free time on the tour.

Employees may sign up for tours at the individual tour meetings or they may contact the Traveler Coordinator at a later date. At the time of sign up the employee puts down a deposit for the trip. Balance of payment is due approximately forty days prior to departure. In this regard, LERA makes available an insurance plan called the Air Fare Refunder. This plan insures the holder of reimbursement if, at the last moment, he finds he cannot take part in the flight.

On each tour, a meeting is set up two weeks before the departure at which time the participants receive their tickets, personalized itineraries and flight bags. On the date of departure, the Travel Coordinator and the travel agent meet with the employees at the airport to see them off.

Upon that group's return, a post-tour meeting is scheduled to welcome the travelers back and to gather information as to how they enjoyed the trip and how, if necessary, the trip can be improved for future years. A questionnaire is also sent each traveler upon his return.

Starts Planning Early

In the spring of each year, Ken Leonard, executive director of LERA, begins formulating plans for the following year's travel program. Bids are requested from several travel agencies. The agencies submit complete tour outlines, including dates and costs. Leonard makes his selections based upon the following criteria: Service; past performance; and cost, in that order.

This year, LERA is employing the services of two travel agencies for their extensive program: American Express and Braden Toureast, Inc. Braden Toureast has handled a

continued on page 14

Over 500 Lockheed Missiles & Space Co. employees enthusiastically participated in LERA's group travel program last year. Here some are seen boarding at Paris prior to their return flight from Europe.



LERA'S GROUP TRAVEL ACTIVITIES FOR 1968

MEXICO—16 days, \$485. Departs Apr. 27. Puerto Vallarta, Guadalajara, Mexico City, San Jose Purua, Taxco, Acapulco. Travel Arrangements, Braden Toureast, Inc. Principal Carrier, Mexicana Airlines.

CARIBBEAN—15 days, \$661. Departs May 4. San Juan, St. Croix, Kingston, Ocho Rios. Travel Arrangements, American Express. Principal Carrier, National Airlines.

ORIENT—22 days, \$1,185. Departs May 11. Tokyo, Kamura, Hakone, Nagoya, Toba, Kyoto, Taipei, Hong Kong, Bangkok. Braden Toureast. Pan American Airways.

SOUTH PACIFIC—24 days, \$1,288. Departs May 18. Fiji, Sidney, Canberra, Melbourne, Auckland, Tahiti, Moorea. American Express. Qantas Airways.

TAHITI—14 days, \$599. Departs May 25 and Aug. 24. Club Mediterranee, Moorea. UTA French Airlines.

ACAPULCO—8 days, \$291. Departs June 1. Acapulco Hilton. American Express.

HAWAII—14 days, \$495. Departs July 13 and Aug. 10. Honolulu, Maui, Kona, Kauai. Braden Toureast. United Airlines.

AIR FARE EUROPE—\$320. Departs Aug. 31, returns Sept. 22. Includes airfare only on chartered TWA jet. San Francisco to London, return Paris to San Francisco.

ENGLAND—23 days, \$998. Departs Aug. 31. Includes Ireland, Scotland, and Wales. American Express. TWA.

SCANDINAVIA—23 days, \$1,136. Departs Aug. 31. Norway, Sweden, Denmark. American Express. TWA.

CENTRAL EUROPE—23 days, \$889. Departs Aug. 31. England, Holland, Belgium, Germany, Switzerland, Austria, Italy, France. American Express. TWA.

BOHEMIAN TOUR—23 days, \$940. Departs Aug. 31. Germany Czechoslovakia, Austria, Hungary, Yugoslavia, Belgium, Holland. American Express. TWA.

HAWAIIAN GOLF TOUR—15 days, \$535 for the golfer, \$490 for non-golfer. Departs Sept. 7. Play beautiful courses on Kauai, Maui, Waikiki. American Express, Pan Am.

GRAND THREE WORLDS—22 days, \$1,371, (deluxe tour). Departs Oct. 13. Spain, Casablanca, France, Turkey, Greece. American Express. Pan American Airways.

ROUND THE WORLD—23 days, \$1,848, (deluxe tour). Departs Oct. 19. Japan, Taiwan, Hong Kong, Singapore, Thailand, India, Egypt, Greece.

EAST AFRICA TOUR—22 days \$1,589. Entebbe, Murchison, Nairobi, Amboseli, Kilimanjaro, Rome. Braden Toureast. Pan American Airways.

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number of tours for LERA in past years and their excellent performance has kept them supplied with LERA business. American Express is new to the LERA account this year. In fact, we're happy to report that Ken Leonard approached American Express for bids after seeing their ads in the pages of *Recreation Management*. In this, their first year on the account, they are handling a substantial amount of LERA business.



The Caribbean is a popular spot with LERA vacationers. Some participate annually in the program, picking a new spot each year.

Once tour plans are formulated, they are introduced to the employees via the Lockheed house organs, posters, flyers, handout cards, and by personal contact of the Travel Coordinator. The tours are purposely solidified early so that the employees can plan their vacations well in advance for the next year.

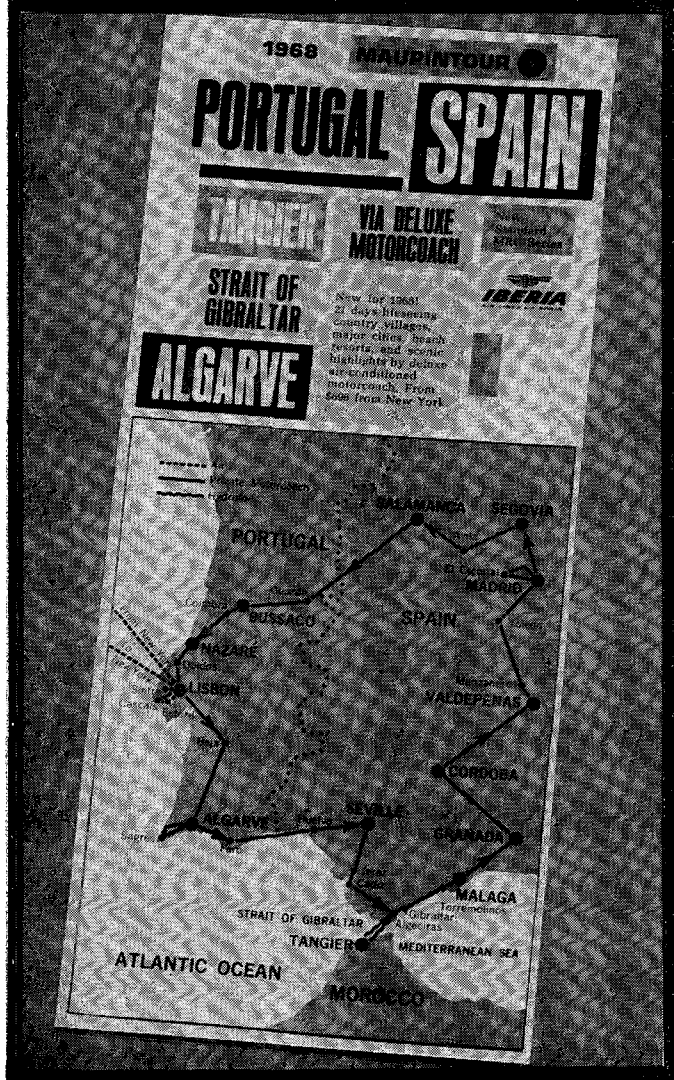
Through the years, great enthusiasm for the travel program has been generated by an ever-increasing number of employees and some lasting friendships have been formed on the tours.

Attention To Detail The Key

Leonard feels that the success of LERA's travel program can be mainly attributed to the *personalized* service which is provided each traveler. They are made to feel that they are more than just ticket holders. Engraved invitations are sent to each participant informing him of pre- and post-tour meetings. A welcome-home letter is sent to each employee upon his return from a LERA-sponsored trip. Even Christmas cards are sent to all travel program participants. As seen from the results, attention to detail pays off.

The program has become so popular that employees from other Lockheed Missile & Space Co. installations such as Vandenberg Air Force Base and Kodiak, Alaska are now traveling to Sunnyvale to participate in the tours. Another of the installations that is serviced by LERA is at Cape Kennedy. A similar travel program, on a smaller scale, has been organized there which offers tours from the Cape to the Caribbean and South America.

Ken Leonard is looking forward to when in the not-too-distant future, employee group tours will emanate from all of the Lockheed installations throughout the world. ■■



NEW PRODUCTS

For further information on the products described below, write Recreation Management, 20 N. Wacker Dr., Chicago, Ill. Refer to the product by number.

Gal Gardeners "Weed" Away Extra Inches



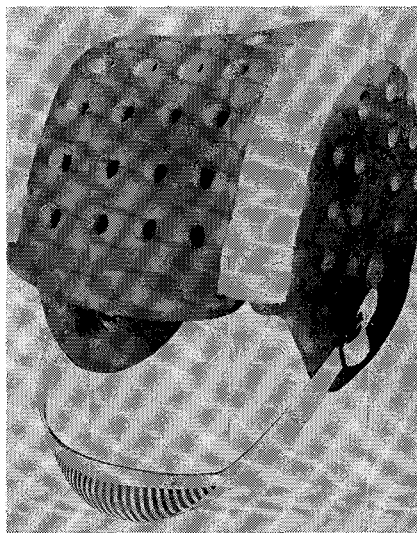
"Now women can get rid of rag-weed and extra inches at the same time", says a spokesman for the Slim-Ez Suit Company. According to company reports, their Trim-Ez exercise suits, primarily used by professional athletes, are enjoying increased popularity among men and women outside of the sporting world, and especially during the gardening season. The heat-holding rubberized Krene material acts like a "steam bath" under the hot rays of the sun, to help trim off extra inches as the gardener bends and stretches with yard work. Trim-Ez exercise suits are available in men's and women's small to extra large sizes.

Write for Information on No. 1

New Idea In Head Protection

HEADGUARD, a new idea in head protection, has been designed by Riddell to protect against accidental head injuries during intramural sports, practice sessions and similar athletic activities. Now being introduced, the Model IS-28 HEADGUARD is made of soft, light Plastisol foam which absorbs and softens the impact of blows, falls, etc. All-over perforations allow full air circulation for comfort. Inside surfaces are vinyl coated to resist dirt and moisture. The

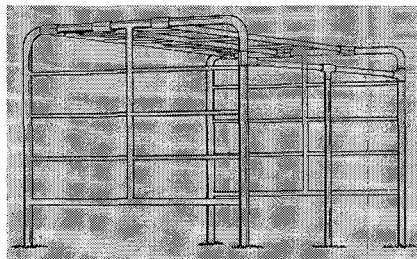
HEADGUARD is easily cleaned. Binding is sturdy, wear-resistant white polypropylene tape. HEAD-



GUARD is popularly-priced to reach a wide market and made in two sizes: Medium, 6-1/2 to 7-1/8; and Large 7-1/4 to 7-5/8. Colors available are Kelly Green, Scarlet, White, Royal Blue, Sunflower Gold and Black.

Write for Information on No. 2

Trojan Jr. Body Builder



Newest playground addition for the 1967-68 season is called the "Jr. Body Builder", it provides healthful, beneficial exercises for children of pre-school and lower elementary ages. The "Body Builder" induces climbing and hanging exercises, a child's natural instinct, essential for all-around good body development. Overall dimensions of the unit are: 7 1/2' long, 6' wide and 5'9" high above the ground. The frame is made of 2" O.D. galvanized pipe with all welded construction. Shipping weight is 330 lbs. and the cost is \$190.00 F.O.B., St. Cloud, Minnesota.

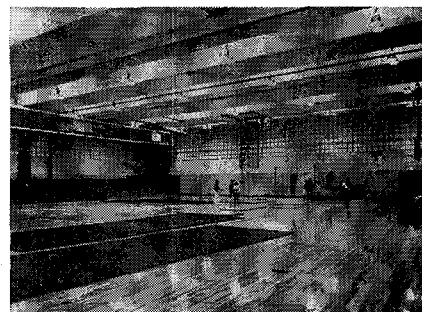
Write for Information on No. 3

Multi-Purpose Gymnasium Corrects Sound Problems

The installation of approximately 2000 cellular glass sound absorbing units has solved the problem of echoes and greatly improved voice communication in the new multi-purpose gymnasium at the Waukesha Campus, University of Wisconsin.

The gymnasium, which has a floor area 118 feet by 120 feet, is a pre-stressed concrete structure. The gym floor is used for many types of activities; several taking place simultaneously.

A major handicap to the full utilization of the gymnasium was created by sounds reverberating from the concrete wall panels. The echoing effect disrupted the intelligibility and clarity of voice, making spoken words unclear.



"We found it very difficult to conduct classes and meetings in the gym because of the sound problem," William Marshall, Director of Physical Education, reported.

Building Service, Incorporated, acoustical contractors of Milwaukee, working with the architect, recommended the application of approximately 2000 Geocoustic (R) units. The units were installed using the "patch" technique.

The cellular glass units, 13 1/2 inches square, are manufactured by Pittsburgh Corning Corporation. They are called "patch" absorbers because they can be mounted anywhere on walls and ceilings without alterations in the structure of the building.

A study following the Geocoustic installation revealed that the reverberation time had been reduced to 1.5 seconds.

Write for Information on No. 4

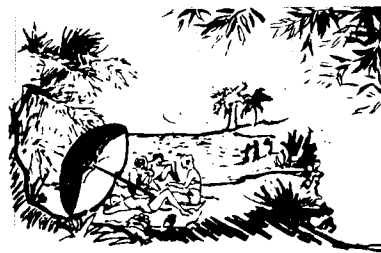
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on Beautiful
MAUI**
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outer Islands. Deluxe hotel throughout . . .
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\$120.00.

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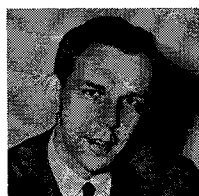
City _____ State _____ Zip _____

Telephone _____

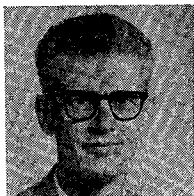
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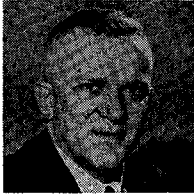
Joseph C.
Neufeld
Liberty Travel
Group Movements



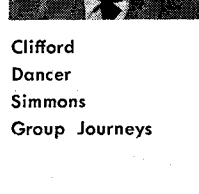
Florence
Hersch
S & H Travel
Awards



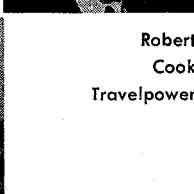
Clifford
Dancer
Simmons
Group Journeys



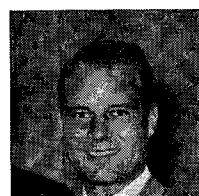
Robert
Cook
Travelpower



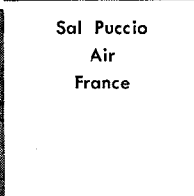
Sal Puccio
Air
France



Arthur A.
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British Overseas
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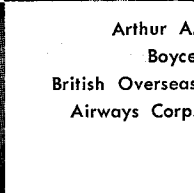
George
Moulton
Bonanza
Airlines



Jim Ward
Continental
Airlines



Ralph
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French
Line



Fred W.
Weck
Grace
Line



Since that day in 1957, when representatives of major U.S. and foreign air carriers, hotel companies, resorts, convention bureaus, cruise lines and the like gathered at the Edgewater Beach Hotel in Chicago to meet with a hastily named NIRA committee on travel, group travel interest among U.S. industries has grown tremendously.

Today, a large percentage of the leading firms in the field of group travel can be found on NIRA's membership rolls. To these firms, and especially to the members of the exclusive NIRA Travel Council, the association and its members owe a vote of thanks. Through ten years of spectacular industry growth, the Travel Council has served as the industrial recreation administrator's special counsel on group travel affairs, and their assistance has made NIRA's employee travel program a reality.

Here, in capsule form, is a product and service profile of each of the current Travel Council members. Each is a recognized leader in his field.

Tour Operators

AMERICAN EXPRESS COMPANY

212 944-2000

NIRA REPRESENTATIVE: Bob Wolfe, 65 Broadway, New York, New York 10006. SERVICE INFORMATION: American Express operates worldwide tours with over 1,100 guaranteed departures. More than 800 offices, representatives and correspondents within 191 countries care for clients. Complete range of itineraries, prices, departure dates are available. The company also furnishes advertising and promotional material for NIRA member groups. All countries and cities are served via all airline and steamship companies.

ASTRAL TRAVEL SERVICE, INC.

212 OX 7-6127

NIRA REPRESENTATIVE: Sidney Pudell, 12 E. 46th St., New York, N.Y. 10017. SERVICE INFORMATION: Group vacation specialists. Air Charters, Group Cruises, Air and Sea Combinations. Escorted tours planned: USA—Europe—Israel—Caribbean—Far East.

EMPIRE TRAVEL SERVICE

213 TR 3-3471

NIRA REPRESENTATIVE: Sal Malo, 7218 Sepulveda Blvd., Van Nuys, Calif. 91405. SERVICE INFORMATION: Domestic and International Group Travel and incentive planning. Specializing in European travel.

LIBERTY TRAVEL GROUP MOVEMENTS, INC.

212 LO 4-0022

NIRA REPRESENTATIVE: Joseph C. Neufeld, 152 West 42nd St., New York, N.Y. 10036. SERVICE INFORMATION: Specializing exclusively in Employee groups, sales incentives, charters. Domestic or international. Mr. Neufeld has a 23 year background in this type of travel and participates personally in each program.

S & H TRAVEL AWARDS, INC.

212 983-2200

NIRA REPRESENTATIVE: Mrs. Florence Hersch, Mgr., Purchasing and Reservations, 330 Madison Ave., New York, N.Y. 10017. SERVICE INFORMATION: Complete staff consists of experts in Incentive Group and Employee Group Travel, as well as all other phases of the travel business.

SIMMONS GROUP JOURNEYS, INC. 212 947-0030
 NIRA REPRESENTATIVE: Clifford Dancer, 1350 Broadway, New York, N.Y. 10018. SERVICE INFORMATION: Group travel division of Simmons Tours, one of the most respected names in travel since 1876. Specialists in group travel to the Caribbean, Bahamas, Europe, Asia, etc. Sponsors of back-to-back charter flight programs to the Bahamas, West Indies, Curacao and Spain. Serving the U.S. traveler throughout the world. Can handle group requests from virtually any U.S. city.

TRAVELPOWER, INC. 414 272-0452
 NIRA REPRESENTATIVE: Robert A. Cook, 152 W. Wisconsin Ave., Suite 634, Milwaukee, Wisc. 53203. SERVICE INFORMATION: Operator of group tours with service industry through the retail travel trade. Specialists in Hawaii.

TRAVEL WITH GOREN, INC. 212 MO 1-1918
 NIRA REPRESENTATIVE: Harold A. Ogust, Pres., 110 E. 42nd St., New York, N.Y. 10017. SERVICE INFORMATION: Cruises for bridge enthusiasts to the Caribbean, the Orient and Europe. Noted bridge experts accompany each cruise. Though on board, the emphasis is on bridge, there are scenic travel excursions at each port of call.

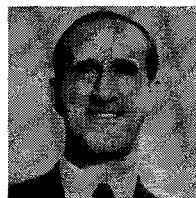
Carriers

AIR FRANCE 212 OL 6-5800
 NIRA REPRESENTATIVE: Sal Puccio, Commercial Accounts & Special Markets Mgr., 1350 Ave. of the Americas, New York, N.Y. SERVICE INFORMATION: Sales offices throughout the USA, Canada, and Mexico ready to supply complete travel information and planning assistance. Group travel advantages fully explained. Air France flies direct to Europe from New York, Chicago, Washington, D.C., Los Angeles, Boston, Montreal, and Mexico City. Serves Paris, Nice, Shannon, and other European cities, the Middle East, Africa, Caribbean, South America, the Far East, and the South Pacific.

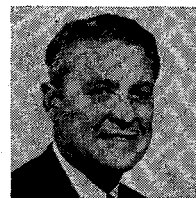
AMERICAN EXPORT ISBRANDTSEN LINES 212 797-7220
 NIRA REPRESENTATIVE: W. H. McConnell, 26 Broadway, New York, N.Y. 10004. SERVICE INFORMATION: Cruises to the Caribbean and the Mediterranean aboard beautiful luxury liners.

BONANZA AIR LINES 602 273-9334
 NIRA REPRESENTATIVE: George Moulton, Mgr.-Interline & Agency Sales, 3737 East Bonanza Way, Phoenix, Ariz. 85034 SERVICE INFORMATION: Provide DC-9 FunJet and F-27 transportation to glittering night spots, ski slopes, sunswept beaches, majestic canyons in the four golden states of Arizona, California, Nevada and Utah.

BRITISH OVERSEAS AIRWAYS CORP. 212 983-8237
 NIRA REPRESENTATIVE: Arthur A. Boyce, 245 Park Ave., New York, N.Y. SERVICE INFORMATION: World-wide services to all six continents providing an extensive network of jet business and holiday scheduled flights. BOAC has a three-pronged network radiating west from Britain across the Atlantic and Pacific to North America, the Caribbean and Far East, east from Britain to India, the Far



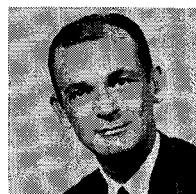
Samuel Y. Smith
 Home Lines
 Agency, Inc.



William B. Leonard
 Trans International
 Airlines



David E. Midgley
 Trans World
 Airlines



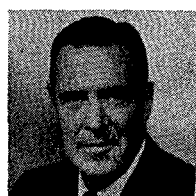
William E. Powell
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W. A. Hardenstine
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Patrick
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 Corp.



Alfred
 Wolfe
 Hotel Corp.
 of America



Charles
 Gillett
 N.Y. Convention
 & Visitors Bureau



Walter
 Scanlon
 Sheraton Corp.
 of America

East and Australia, and south to West, East and South Africa.

CONTINENTAL AIRLINES 312 263-4277
 NIRA REPRESENTATIVE: Jim Ward, Regional Mgr., Convention Sales, 61 E. Monroe, Chicago, Ill. 60605. SERVICE INFORMATION: Fly "the proud bird with the golden tail" throughout the Continental States of America.

FRENCH LINE 312 939-3735
 NIRA REPRESENTATIVE: Ralph Hartl, 11 E. Adams St., Chicago, Ill. 60603. SERVICE INFORMATION: Steamship passenger transportation and freight services. Cruises to the West Indies and Mediterranean. Representative of Messageries Maritime Services. Services to/from U.S.,
 continued on next page

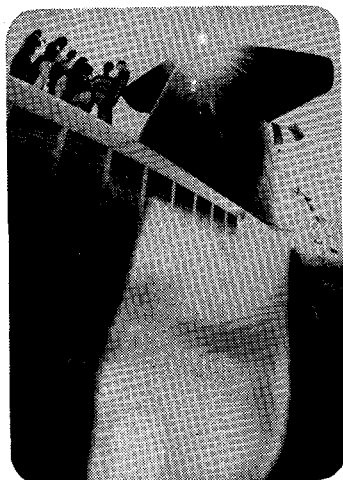
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A successful group meeting or group recreation program begins with a stimulating selection of locale. A setting that surprises and pleases the participants is essential to creating an atmosphere that is both relaxing and productive. The S.S. France can be the setting for almost any type of group meeting or organized outing, and the excitement and fun of the life aboard the "France" *will* make a difference. A difference that you can measure in the success of your meeting.

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continued from page 19

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GRACE LINE

212 344-6000

NIRA REPRESENTATIVE: Fred W. Weck, 3 Hanover Square, New York, N.Y. 10004. SERVICE INFORMATION: 13 day Caribbean Cruise every Friday aboard twin Luxury Liners Santa Rosa/Santa Paula, carrying only 300 passengers. All staterooms large, outside, air-conditioned, with private bathroom. Every Friday evening these ships sail from New York to Curacao, N.A., La Guaira (for Caracas) Venezuela, Aruba, N.A., Kingston, Jamaica, Port-au-Prince, Haiti and, Fort Lauderdale, Florida. Also special calls at St. Thomas or San Juan.

HOME LINES AGENCY, INC.

212 425-1515

NIRA REPRESENTATIVE: Samuel Y. Smith, 42 Broadway, New York, N.Y. 10004. SERVICE INFORMATION: Year-round 7-day luxury cruises from New York every Saturday including two days and two nights in the Bahamas with ship as hotel. Also various length year-round cruises to the West Indies and South America. Vessels can accommodate groups from 15 to 1,115 persons.

KLM ROYAL DUTCH AIRLINES

212 PL 9-2400

NIRA REPRESENTATIVE: H. A. Van Lunenburg, KLM Royal Dutch Airlines, 609 Fifth Avenue, New York, New York. SERVICE INFORMATION: International airline serving more than 100 cities in 68 countries on all six continents.

SABENA BELGIAN WORLD AIRLINES

212 JU 6-1070

NIRA REPRESENTATIVE: Jesse Hill, 720 Fifth Ave., New York, N.Y. 10019. SERVICE INFORMATION: Sabena has carried employee groups from companies throughout the USA and Canada to a variety of destinations in Europe, the Middle East and Africa. They vary from a group of 15 to groups of several hundred, requiring 3 or 4 charters. Working with nationally known tour operators, we can arrange any type of itinerary allowing for the principal tourist highlights as well as any areas related to special interests.

TRANS CARIBBEAN AIRWAYS

212 757-3600

NIRA REPRESENTATIVE: Michael J. Youngman, System Sales Mgr., 714 Fifth Ave., New York, N.Y., 10019. SERVICE INFORMATION: Operates charter services to the Caribbean from points within the continental USA, as well as scheduled service to Puerto Rico and Aruba. All Fan-jet fleet.

TRANS INTERNATIONAL AIRLINES

415 635-3000

NIRA REPRESENTATIVE: William B. Leonard, V.P., Marketing, Oakland Municipal Airport, P.O. Box 2504, Airport Station, Oakland, Cal. 94614. SERVICE INFORMATION: DC-8, Super DC-8, and Boeing 727 charter service, domestic and worldwide. Certified for trans-Pacific, domestic, trans-Atlantic, Caribbean, South and Central American service. Inclusive tour charter service. Affinity group charter service—split charters.

TRANS WORLD AIRLINES 212 557-3030
NIRA REPRESENTATIVE: D. E. Midgley, 605 Third Ave., New York, N.Y. 10016. SERVICE INFORMATION: Domestic and International carrier serving the United States, Europe, the Middle and Far East.

UTA-FRENCH AIRLINES 213 628-0881
NIRA REPRESENTATIVE: William E. Powell, 530 W. Sixth St., Los Angeles, Calif. 90014. SERVICE INFORMATION: Twice weekly DC-8 jet non-stop service to Tahiti and the South Pacific from Los Angeles continuing to Asia, the Middle East and Europe.

WORLD AIRWAYS 415 562-8000
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NIRA REPRESENTATIVE: Alfred F. Wolfe, c/o The Plaza, New York, N. Y. SERVICE INFORMATION: Group and tour services for offshore properties of Hotel Corp. of America, specializing in Bermuda, Nassau, Bahamas, London, Eng., and Israel.

N.Y. CONVENTION & VISITORS BUR. 212 687-1300
NIRA REPRESENTATIVE: Charles Gillett, Exec. V.P., New York Convention & Visitors Bureau, 90 East 42nd Street, New York, New York 10017. SERVICE INFORMATION: Non-profit organization which operates an official information center and distributes Visitor's Guide to New York.

SHERATON CORP. OF AMERICA
NIRA REPRESENTATIVE: Walter Scanlon, Park Sheraton Hotel, New York, N.Y. SERVICE INFORMATION: operates 150 hotels in U.S. and abroad and will assist in setting up group rates and itinerary for any Sheraton Hotel.

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A Tradition of Excellence

Norton's recreation program is founded upon the concept: Employee and community participation for harmony.

*by William J. Lawson, Jr.
Supervisor of Recreation
Norton Company*

In a small room in the Field House of the Norton Company, Worcester, Massachusetts, there stands a large cabinet filled with mementos of the company's past athletic glories. Trophies and tall silver cups gleam through the glass doors, reminding the visitor of the sporting prowess of Norton athletes, past and present.

Prominent among them is a huge silver cup inscribed, "Invitation 8-Oared Race, 45th National Regatta, Worcester, Mass., 1919." What memories that triumph must revive for the people who lined the shores of Lake Quinsigamond that August day in 1919, and watched the Norton #2 crew sweep over the one and one-quarter mile course to a new world record of 6 minutes, 25 seconds! Norton crews had a long series of rowing successes back in the first quarter of the century, but this was the greatest.

Rowing as a company sport passed into history in 1922, but the company's employee athletic and recreational program, over 60 years old, has continued to grow and become more and more popular. The management of this rapidly expanding industrial concern, well up on Fortune's list of the 500 largest companies, firmly believe that a happy employee is a good employee. They heartily endorse an athletic and recreational program having something of interest for all employees.

From its very start in 1885, the company has taken an active interest in the welfare of the employee, his family, and the community as a whole. Norton Company's entire athletic and recreational program has been built on this solid principle.

The Majority of Employees Participate

Norton Company has over 4,900 employees in Worcester and over 19,000 around the world. A large percentage of those in Worcester are engaged in some sort of company-organized athletic, social or recreational activity. Just a few of the major sports include: bowling, baseball, tennis, golf, swimming, horseshoe pitching, shuffleboard, skiing, basketball, sailing, and so on. For the less athletically inclined, there are garden, camera, bridge, chess, rifle and pistol shooting, and social clubs, not to mention a "big brass band".

The firm supplies a means for its employees to enjoy a wide diversity of interests in association with others having similar interests. But this, in itself, is not the real goal of the recreation program. It helps to expand each individual's interests; to broaden his or her horizons, and to provide greater leisure time enjoyment and entertainment.

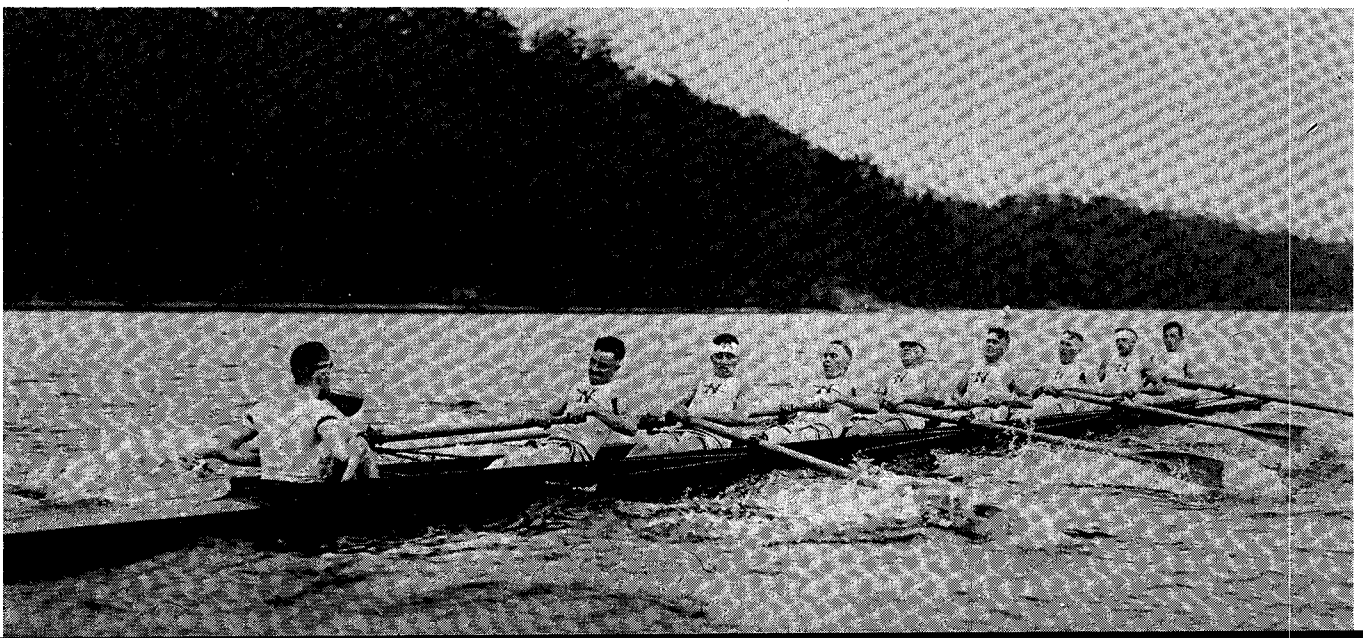
Another aspect of this program is its contribution to good community relations. Many of the company teams go far afield, from time to time, representing the company and the community.

Entire Community Benefits From Program

The facilities supplied by Norton Company for its employees are also made available to other groups in the community. This is an extension of the company's philosophy that anything that is good for the employee is good for everyone, and if the general community can benefit in any way, this tends to be of help to all.

One of the proudest moments in the history of Norton's employee recreation program: Norton's crew #2 sweeping to victory, and a

world record, in the 45th National Regatta, 1919. Over the years, the company has also fielded strong varsity baseball and basketball teams.



Although the Norton Field House was erected thirty years ago, it still serves adequately as the headquarters for much of the company's program. With a seating capacity of over 1,000, a large gymnasium, locker rooms, meeting rooms, and kitchen facilities, it houses a host of Norton and community events ranging from club meetings, card parties, hobby and garden shows to many athletic events. A large athletic field, tennis courts and facilities for Bocce, the Italian version of bowling, are located beside the Field House. Supervisor of Recreation, William J. Lawson, Jr., a full-time employee, is in charge of all arrangements for social, athletic and recreational activities.

A Year-Round Program

The first signs of spring brings out the golfers in force. Golf, naturally, is a favorite of both men and women, and over 200 men and 30 women engage in regular team play on two local courses. The best golfers from various Norton plants around the world stage an annual International Match. Members of the American team from Norton Company, Worcester, Mass., are the current champs, having won the match for four years straight.

Softball enthusiasts take to the Norton athletic field shortly after the golfers start swinging, and more than 200 employees participate. A league of eight teams plays a regular game schedule, and an All-Star Team is picked annually to enter the State Tournament.

Norton baseball teams won regional and national recognition back in the thirties and forties. This was the era in which the semi-pro teams were the mainstay of the Great American Game, and they furnished more entertainment for the public than any other sport.

Norton teams won the Massachusetts Semi-Pro Championships in 1939, 1940 and 1941, and went on, in each of those years, to play in the National Semi-Pro Tournaments in Wichita, Kansas. In 1941, the Norton team won the Sportsmanship Trophy, and the Best-Dressed Club Trophy. The team placed third that year and seventh in '39 and '40.

During that same period, the Norton basketball team ranked high in the semi-pro leagues, playing such highly touted opponents as the Baltimore Clippers, Long Island Pros and Boston Goodwins.

Early in May, the tennis players, over 125 strong, take to the outdoor courts. Many hard-core players practice all winter in the Field House. Tennis instruction is provided for all those who need it, or who are interested in learning the game.

Beach Is Center Of Attraction During Summer Months

As soon as school is over, hundreds of children of Norton families and their friends flock to Norton Beach on Indian Lake adjacent to the plant. Company lifeguards keep a sharp eye on the activities on this beautiful beach from nine in the morning until eight in the evening. A complete program of swimming events and competitions is carried out all summer, and swimming instruction, earning Red Cross standings, is part of the program. No employee or member of an employee's family need grow up without learning to swim well.

The beach also provides attractive grounds for volley ball, horse shoes, picknicking and general family outings. A boathouse near the beach is headquarters for the newly-formed Sailing Club.

Areas near the plant are used by the Rifle and Pistol

Club, Ski Club, Sportsmen's Club, Mountaineering Club and other groups.

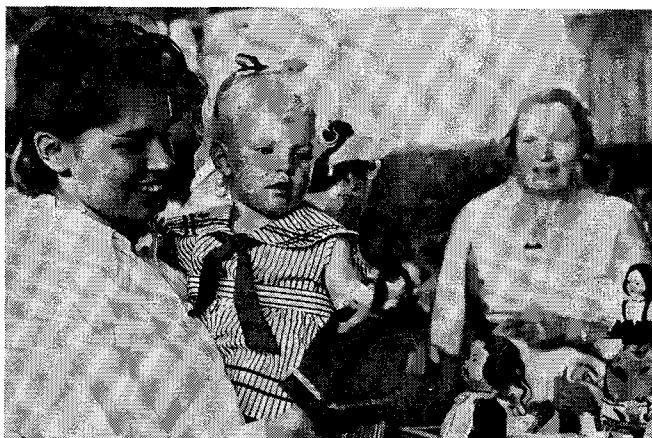
In terms of numbers, perhaps the most important part of the program is the bowling competition. There are six Candlepin leagues and two Tenpin leagues. From September to April, there are about 400 active bowlers in the Candlepin leagues, and another 130 or so in the Tenpin leagues. Norton is represented in industrial community leagues by several teams in each category.

Another leading winter sport, basketball, has a large group of followers. Ten employee teams play in the industrial basketball league with a schedule of three games a week.

Both summer and winter activities are conducted by the Social Clubs, Camera Club, Stamp Club, Flower Club, and the groups which sponsor Christmas Parties, Benefit Parties for worthy causes and exhibitions. Club rooms are maintained in the Field House, and these are enlivened with motion pictures, slide presentations and guest speakers.

In its early years, the company's interest in this area was real pioneering work. It was not normally considered a part of the employer's responsibility to worry about his employees outside of the hours they spent in the plant.

In recent years, Norton Company has also pioneered in the new trend toward employee health and the best use of increased leisure time — the trend which emphasizes the interest of almost every employee in some phase of this program. The emphasis is no longer on how good you are, or in getting only the best to participate. Now the national trend is to make sure that in one way or another everyone takes part in some facet of this type of program, thus adding to his interest and activity in life. It makes for better employees, a better community, and most of all, a better individual. ■■



Above: An employee's family gets acquainted with a doll collection at the annual Hobby Show. Below: Norton Beach on Indian Lake is adjacent to the plant and proves a popular spot during the summer. A program of swimming instruction and competition is provided.



NIRA Newsletter

JANUARY-FEBRUARY 1968

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VOL. 26, NO. 1

NIRA's 1968 Industrial Tournament Schedule Will Thrive on Plenty of National Competition

The National Industrial Recreation Association recently announced the details and deadlines for the seven National Tournaments which it will sponsor in 1968.

Following the policy of previous years, national competition will be offered member companies in Bridge, Bowling, Rifle, Pistol, Golf, Trap, and Skeet.

Listed below are the essential facts on each for entering your employees. Be sure and beat the deadlines!

BRIDGE

6th Annual Duplicate Contract Bridge Tournament. Deadline for applications to sponsor a local game (6 tables) February 29, 1968. Local games may be played any day in March. Deadline to send in results — April 2, 1968.

Local winners are eligible to play in the national finals.

National Finals — May 5, 6, 1968 — Red Carpet Inn, Milwaukee, Wis.

Prizes — 13 day Caribbean Cruise with Charles Goren or — 10 day trip to ACBL Summer or Fall Nationals.

Number of Entries in 1967 — 2,840 from 67 companies. *Entry Fee* \$1.25.

Chairman — R. Fred Canaday, General Motors Corp., Detroit, Michigan

Co-Sponsor — Whitman Publishing Co., Racine, Wisc.

BOWLING

21st Annual — April 26-28 — King Lanes, Ashland, Ohio — 4 games —

70% handicap

Entry Fee — \$35.00 per team.

Prizes — Cash; Wrist Watch — High 4 game total each shift; Dozen Golf Balls — High individual game each shift.

Deadline for entries is April 5.

Headquarters — College Inn Motel

Chairman — Howard Honaker, Faultless Rubber Co., Ashland, Ohio

Number of Entries 1967 — 158 teams.

First Place Money — \$1,000 — team; \$100 — singles

RIFLE & PISTOL

10th Annual (Postal) .22 Caliber Rifle & Pistol and 25 foot Air Rifle & Pistol Championships.

Deadline for firing and return of targets to NRA — May 1, 1968

Entry Fee — Individual — \$2 per entry; Team — \$6 per team.

Prizes — Trophies awarded at NIRA National Conference in Detroit — June 15-18.

Co-Sponsor — National Rifle Assn.

1967 Entries — .22 Rifle: Ind. — 320, team — 65; Pistol: Ind. — 421, team — 76; CO₂ Rifle: Ind. — 40, team — 7;

Pistol: Ind. — 72, team — 11

Chairman — Dick Larsen, Kohler Co., Kohler, Wisconsin.

GOLF

23rd Annual — August 17-18, Purdue University, Lafayette, Indiana — Scratch — 4 man team — 36 hole event. *Entry Fee* — \$60 per team.

Headquarters — Campus Inn, West

Lafayette, Ind.

Prizes — Trophies and Merchandise

Deadline For Entries — August 5, 1968.

1967 Entries — 101 teams

Chairman — Mike Varanese, Lockheed Aviation Co., Burbank, Calif.

TRAP

19th Annual — September 8, Middletown, Ohio

Host — Armco Steel Co., Middletown, Ohio

Entry Fee — \$10 per 5 man team.

Deadline For Entries — September 5
50 Bird Event — 2nd 25, handicap scale

Chairman — Bob Bauer, Armco Steel Co., Middletown, Ohio

1967 Entries — 123 teams

SKEET

4th Annual — Winchester Gun Club, Bridgeton, Missouri (near St. Louis Airport) — October 12. 5 Man team — Men & Women's Divisions

Entry Fee — \$35 per team — 50 targets.

Deadline for Entries — October 1
Co-Sponsor — St. Louis Industrial Recreation Council.

Prizes — Trophies & Merchandise

1967 Entries — 10 teams

Chairman — Bert Granville, McDonnell Douglas Corp., St. Louis, Mo.

(Camera, Fishing & Archery Tournaments dropped — No interested Co-Sponsors)



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Spain on the Mediterranean,
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All rates are based on jet flights originating in New York. Rates out of other cities are available on request. Prices include round trip charter air fare (based on full pro-rata charters), hotel accommodations for 7 nights in rooms with twin beds and private bath, breakfast and dinner daily, cocktail parties, round trip transfers and baggage handling, a service representative at the hotel for the group, and the printing of brochures for the chartering organization.

Group Holidays to other destinations can be arranged on request.

Simmons Group Journeys is the group travel division of Strauss-Simmons-Sullivan, Inc., one of the most respected names in travel since 1876.

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Carolling the NIRA Headquarters staff in Chicago over the Christmas holidays were the Good Fellow "Carollers" from U.S. Steel's plant in Gary, Ind. The group, active for 30 years, put on an incredible 275 performances this holiday season for schools, hospitals, orphanages, and clubs throughout the Chicagoland area. Dave Simpson is the Musical Director, while Recreation Director Ed Mitchell handles all the details of the exhausting three-week tour.

Las Vegas Hosts 19th Annual Western Region Conference

February 9-11, over 150 NIRA member firms west of Denver attended the 19th Annual Western Industrial Recreation Conference at the Stardust Hotel in Las Vegas.

Region VII Officers, under the leadership of Chuck Placek, Motorola Corporation, Phoenix, and Fred Martin, Las Vegas City Recreation Director, offered a full three day Program and Exhibit.

Key panels and their chairmen were:
Industrial Recreation Councils — Chairman, Kenneth Wattenberger, Burbank, Calif. IRC

Women's Activities — Chairman, Alice Der Margosian, American Airlines, Los Angeles, Calif.

Industrial Recreation Brainstorming Session — Moderator, Don Neer, Executive Director, NIRA

"Round The Clock" Recreation — Chairman, Fred Martin, City of Las Vegas Recreation, Las Vegas, Nevada

"Employee Travel Is Here To Stay" — Chairman, George Schmiedel, General Dynamics/Convair, San Diego, Calif.

Mary Varanese, LERC, Burbank, Calif., headed up the Wives Program, while husband, Mike Varanese, headed up the delegates Golf Tournament, at the Stardust Golf Course.

NIRA President, Patrick Feely, The Falk Corp., Milwaukee, Wisconsin, gave the Keynote Address, "The Road Ahead" at the Sunday Brunch, Feb. 11th.

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Fun to be with.
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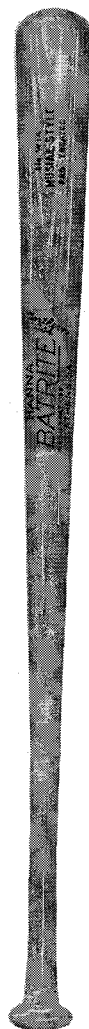
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Exhibit Space for Detroit Conference Selling Fast

Booth Space for NIRA's 27th Annual Conference, June 15-18, 1968, at the Statler Hilton Hotel in Detroit, is over half sold five months in advance of the conference.

NIRA's previous largest Exhibit was in Detroit at the 1960 conference.

This year's program, built around the theme, "Institute of Recreation Advancement and Development", is creating unusual interest and a record attendance is predicted by Chairman R. Fred Canaday, General Motors Corp., Detroit, Michigan.

At press time a list of firms holding Booth Space was as follows:

SPORTING GOODS

Adirondack Bats, Inc.
August Industries
Converse Rubber Co.
Cru-Cut Smith Mfg. Co.
Daisy/Heddon
J. deBeer & Son
Hillerich & Bradsby
Northwestern Golf Co.
Wilson Sporting Goods
Wittek Golf Range Supply

FACILITIES, EQUIPMENT

Fisher Mfg. Co.
Form, Inc.
Game-Time, Inc.
No. American Recreation Convertibles
Vinyl Plastics, Inc.
Wenger Corp.

SERVICE ORGANIZATIONS

American Bowling Congress
Athletic Institute
Boy Scouts of America
National Rifle Assn.
New York Convention & Visitors Bureau

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TROPHIES, GAMES, TOYS

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VENDING SERVICES

Automatic Retailers of America
Canteen Corp.
Coca-Cola Co.

MISCELLANEOUS

Diners Club
Gold Leaf Corp.
Newbury Guild

Employee Rec Seminar Set for U. of Minnesota

The University of Minnesota, Minneapolis, will be the site of a Region V Employee Recreation Seminar on February 21, 1968. It will be held for the benefit of recreation board members, program leaders, personnel staff, and industrial recreation administrators.

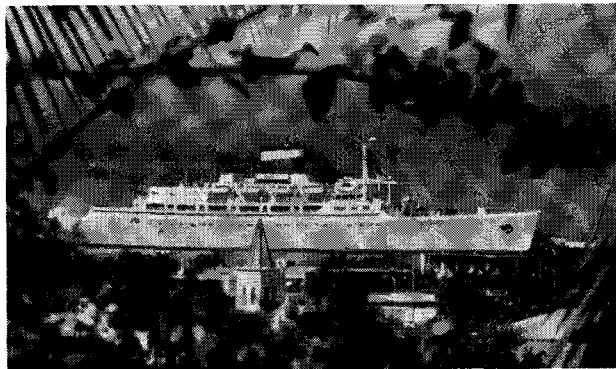
Prof. Jackson Anderson, chairman of Minnesota's Dept. of Recreation and

Park Administration will keynote the day-long affair. E. Richard Larsen of the Kohler Company will chair a session on the "How of Organizing the Recreation Program". His panel will include Don Neer, NIRA Executive Secretary and Gordon Starr, NIRA Director of Research.

NIRA President Patrick Feely of the Falk Corp. will chair the "Questions for the Experts" session. "More

continued on page 28

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RM 2



Mr. & Mrs. Thomas C. Chapman, 1967 National Industrial Bridge Champions from Scovill Mfg. Co., Waterbury, Conn., pose with famed bridge expert, Charles Goren (right) in the card room of the "T.S.S. Queen Anna Maria", prior to sailing from New York on a two-week Caribbean "Bridge Cruise", which was the first prize in the tourney.

continued from page 27

for Your Employee Recreation Dollar" will be the subject of a panel headed-up by NIRA Past-President John Leslie of the 3-M Company. Ed Bruno, also of 3-M Company, will chair a session on Cultural and Special Events.

Registration fee for the one-day blitz course is \$25.

Purdue University conducted a similar seminar at its Indianapolis Branch, February 9th with Purdue's Dr. Dan Corbin calling the shots.

Activities Certificates Added To Helms Program

NIRA has expanded its Helms Award Program this year by offering a Certificate of Excellence to those member companies who excel in any of the following ten recreation activities: Bowling, Golf, Softball, Basketball, Fitness, Women's Activities, Cultural, Social, Retiree Activities, and Sportsman's Clubs.

Entries will be limited to a one page *typed* report showing size, scope, value, improvement. Include one glossy photo representative of the program.

Outstanding programs in each of the above ten categories in NIRA's four membership classifications will be selected by a panel of judges and awards will be made at the National Conference in Detroit, June 15-18, 1968.

All entries should be mailed to NIRA Headquarters, 20 N. Wacker Dr., Chicago, Ill. 60606, not later than May 1, 1968.

AROUND THE CIRCUIT

The trap teams from Delco Moraine Div. of GMC and Inland Mfg. Div., GMC, both of Dayton, O., and the skeet team from Winchester Corp., New Haven, Conn., recently spent a day hunting and clay target shooting at famous Nilo Farms in southern Illinois courtesy of Olin Mathieson Chemical Corp. The trip was part of their prize for finishing on top in NIRA's 1967 National Industrial Trap & Skeet Tournaments. Naturally, the sharp-shooters all brought home a full bag of ducks.

With their new wage increase, government personnel directors will earn an average of \$12,500 per year as compared to the average \$11,800 paid to industrial personnel directors in 1966.

continued on page 30

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RATES: regular type—15 cents per word, bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

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Experienced Industrial Recreation Director to administrate program for 200 families at overseas location. Excellent facilities. Prefer married man, age 30 to 40. Salary range—\$12,000 to \$13,000. Round trip transportation, three-bedroom house, free utilities, school, etc. Two year contract. Send resume and recent photo to
Box H—RECREATION MANAGEMENT

POSITIONS WANTED

Man with administrative experience in municipal recreation program seeks position in the field of Industrial Recreation and Employee Services. BA in Personnel Management from Beloit College. Age 37. Married, two children. Salary open.
Box #171—RECREATION MANAGEMENT

Man with extensive background as director of municipal, industrial, and armed services recreation programs seeks position as industrial recreation director. B.S. in Physical Education and Recreation from University of Georgia. Salary commensurate with position.
Box #170—RECREATION MANAGEMENT

Man with seven years of administrative experience in community, youth, and camp recreation programs seeks employment as assistant to director of large recreation program or as director of smaller one. B.S. from George Williams College. Age 32. Married, four children. Salary commensurate with position.
Box #169—RECREATION MANAGEMENT

Young man, 22, who will graduate in June '68 from the University of Iowa with a B.A. in Recreation seeks an administrative position in the recreation field. Leadership experience. Married. Salary \$8,000.
Box #168—RECREATION MANAGEMENT

Young man, 25, with a B.S. in Recreation from the University of Iowa and broad experience in community recreation programming, seeks administrative position in comprehensive program. Married, 2 children. Salary, \$8,200.
Box #167—RECREATION MANAGEMENT

B.S. in Physical Education from Illinois State University, age 31, 3 children. Recreation Chairman for company of 1,500, active in state-wide rural recreation program. Salary open.
Box #166—RECREATION MANAGEMENT

Man with 10 years experience in the field of recreation seeks position as director or assistant of large industrial recreation program. Has administered a county employee recreation program for 11,000 employees. Age, 33. Married, two children. Salary, \$11-12,000.
Box #165—RECREATION MANAGEMENT

Young man with experience in park district and school programs seeks position as director of recreation in industry. Broad athletic background. Received Masters degree in education from U. of Arizona in July '67. Age, 25. Married. Salary, \$9,000.
Box #164—RECREATION MANAGEMENT

Young woman with B.A. in sociology from Chicago's Mundelein College seeks position as social group worker or recreational leader-programmer. Special interest in working with elderly or late middle-aged people. Single. Salary, open.
Box #163—RECREATION MANAGEMENT

MISCELLANEOUS

GROUP-CHARTER FLIGHT HANDBOOK
—New Guide details: Air fares; charter rates-regulations; Europe, Caribbean, World-wide; how organizers can earn free seats; airline classifications; inexpensive European charter tours. Names 1,100 typical organizations. Free details.
Travel Information Bureau, 16a Bristol, Kings Park, N.Y. 11754.

"INDUSTRIAL RECREATION"—the quarterly journal read by your opposite number in Great Britain. A sample copy sent free on request. If you like it, write again enclosing a year's subscription of two dollars which includes postage. Write now to:
J. H. Rees, Sports Secretary, John Lewis Partnership, Oxford Street, London, W.1, England.

continued from page 28

Last year golf course upkeep cost big country clubs an average of \$4,529 per hole. Think of that the next time you sink a long putt!

William E. Rennebahm was recently appointed as Chief of the Division of Nationwide Planning and Surveys for the Bureau of Outdoor Recreation by Secretary of the Interior, **Stewart L. Udall**. Rennebahm will have the major responsibility of developing a Nationwide Recreation Plan for the U.S. as required by Public Law 88-29.

150,000 Snowmobiles were sold in 1967. The craze is beginning to catch on with industrial recreation groups.

Company Offers a Brand of Basketball for Everyone

The Recreation Department of McDonnell Douglas Corp., Space Systems Center, Huntington Beach, California, in an effort to encompass the many and varying interests of basketball players, has devised a program which is designed to serve all employees who wish to participate.

With the tall man dominating present-day basketball, the Space Systems Center offers an ever-growing, **6-Foot-and-Under League**. Designed to eliminate the man over 6 feet tall, a "five-foot-six man" may suddenly find himself playing the center position on a par with his opponent.

Another league, primarily designed for the man over 30 years of age, is the **Slo-Break League**. This league does nothing more than eliminate the fast break. When a defensive team gains possession of the ball, the official calls out "Possession", at which time the new offensive team must take a full 10 seconds to bring the ball across midcourt.

In a further effort to accommodate all levels of play, the plant recreation

Dan Archibald (right), Recreation Manager at McDonnell Douglas Space Systems Center in Huntington Beach, Calif., discusses the company's basketball program with employees who participate in each of the four leagues. From the left, they represent the industrial league, slo-break league, municipal league, and 6-foot-and-under league. See the accompanying item for complete details.

office encourages players of top calibre to play as a team in the local **Municipal League**, recognized as one of the top leagues in the area.

A fourth league is the local **Industrial League**, open to any team whose players all work for the same sponsoring agency.

With this diversification, the 1967-68 season has developed into the biggest and best ever at the Space Systems Center.



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British Isles, Northern Countries, Berlin 22 days, from

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Mediterranean Journey & Grand Tour of Israel 22 days, from

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Box 707, New York, N.Y. 10011

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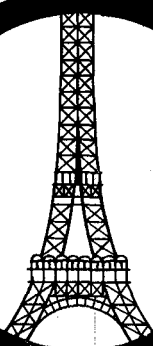
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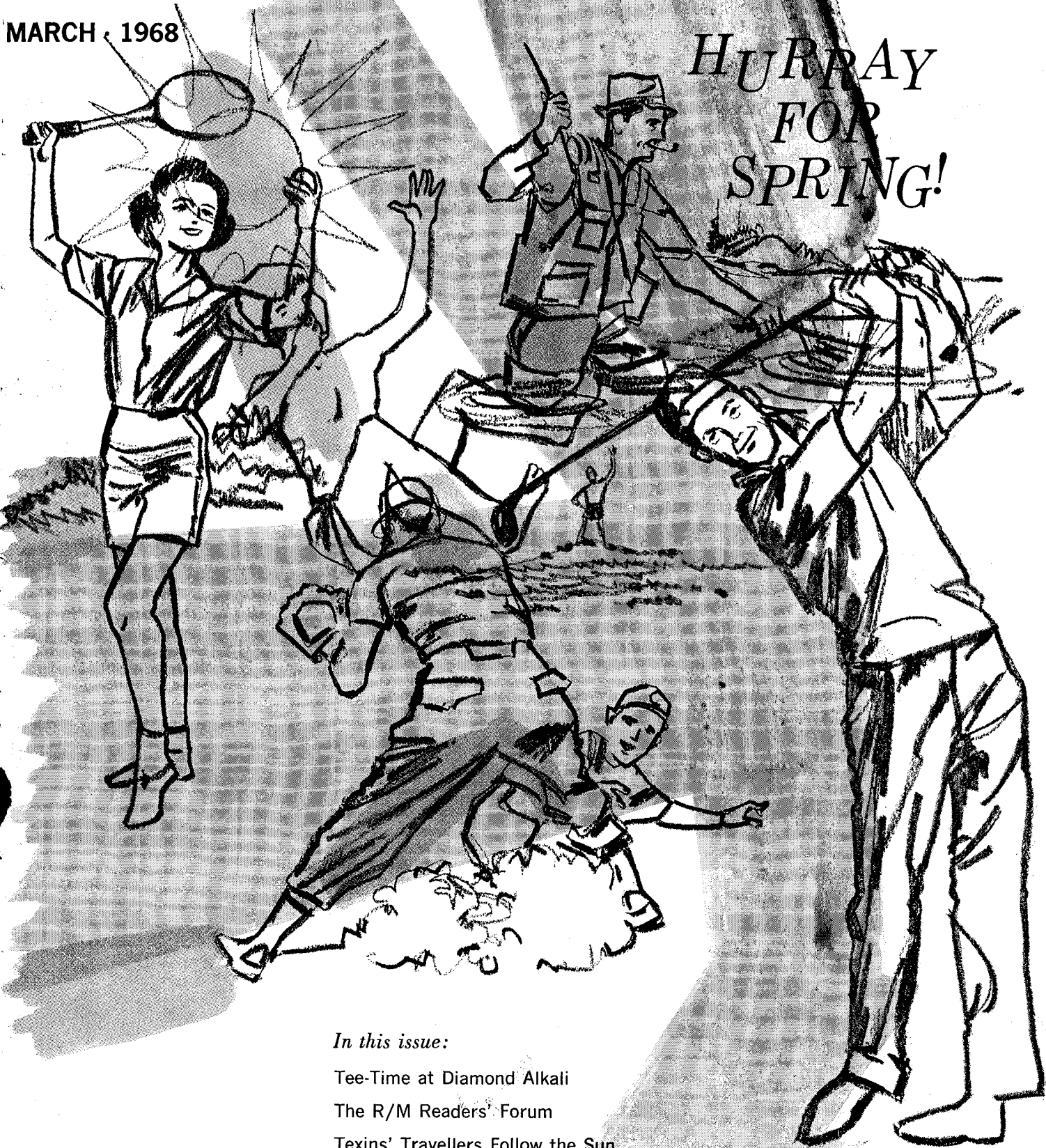
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Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

MARCH, 1968

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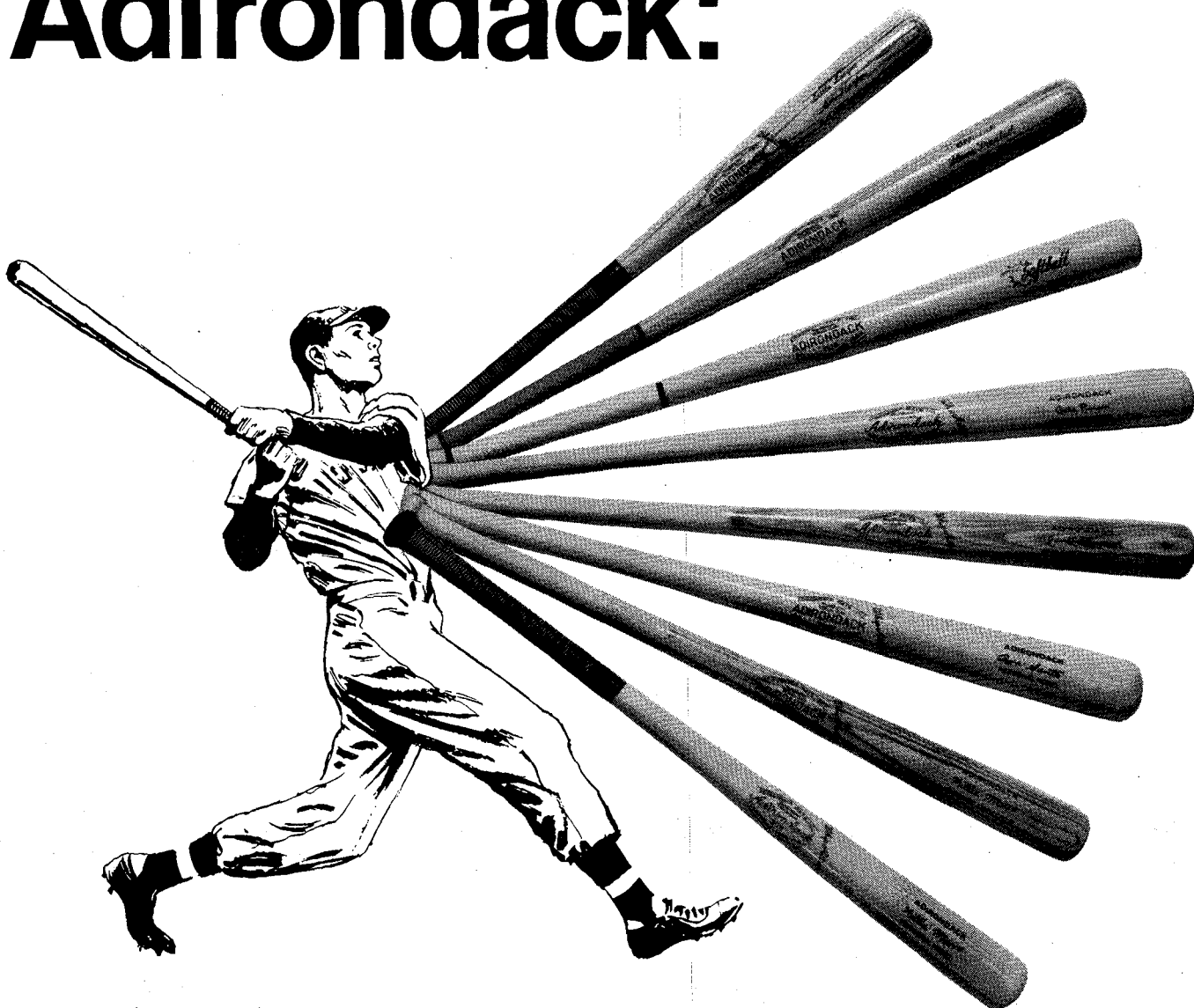
In this issue:

Tee-Time at Diamond Alkali

The R/M Readers' Forum

Texins' Travellers Follow the Sun

SWING WITH Adirondack:



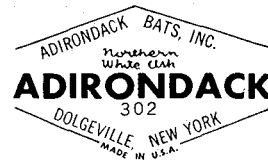
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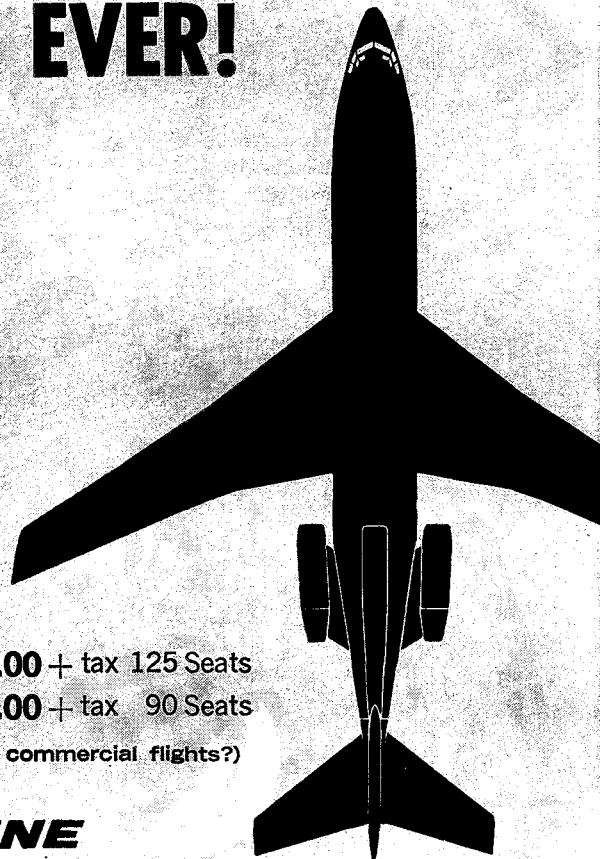
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MARCH, 1968

Volume 11, Number 2

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Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

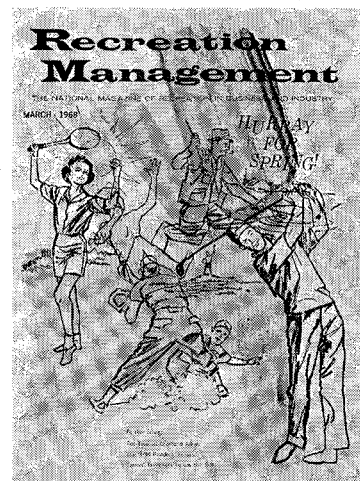
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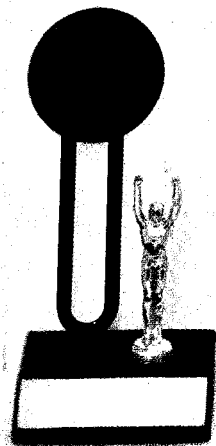
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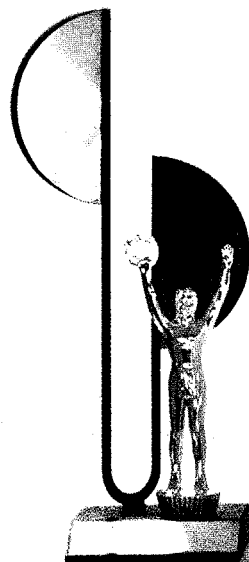
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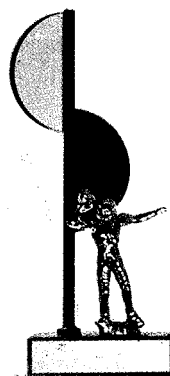


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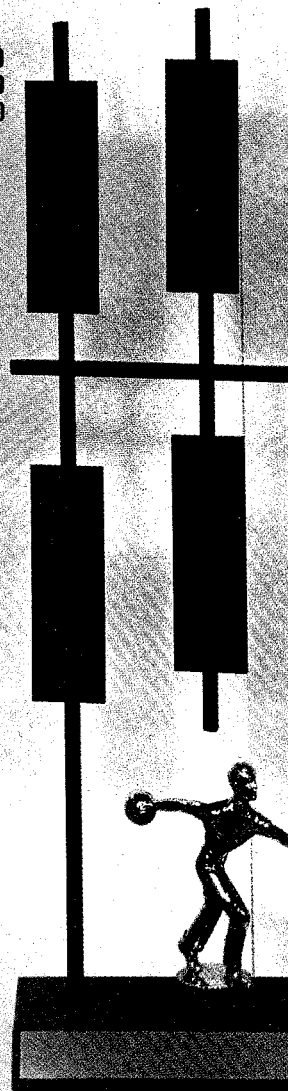
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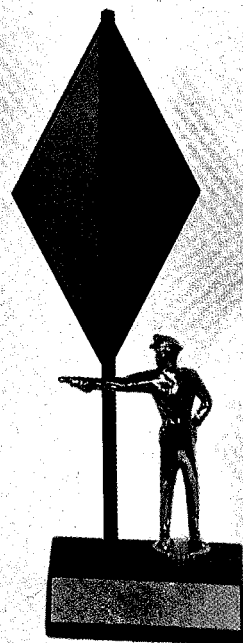
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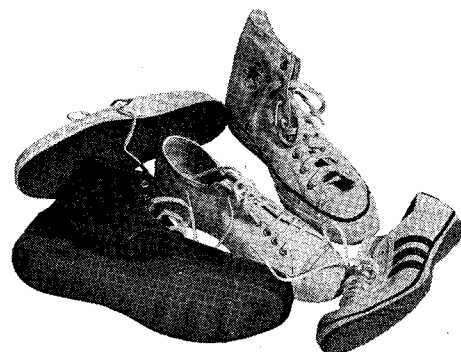
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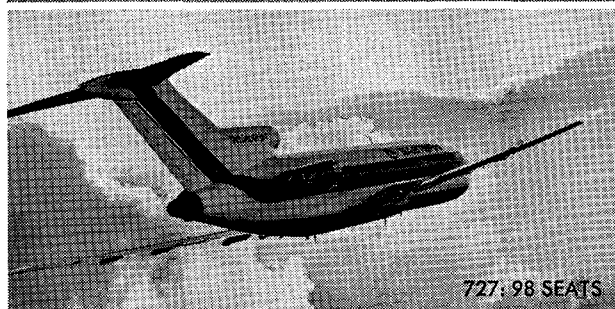
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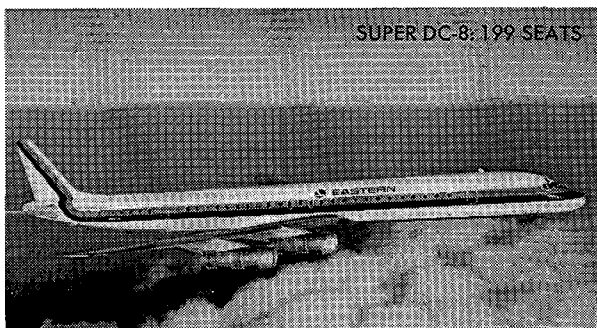
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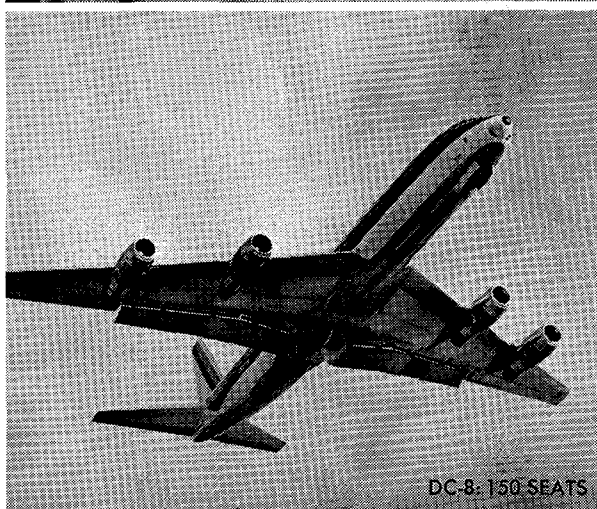
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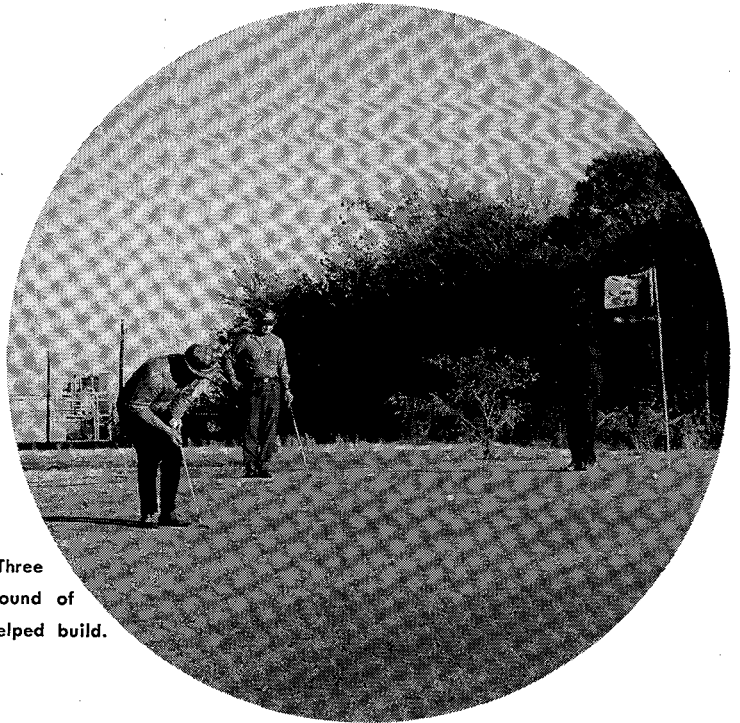
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Tee-Time at Diamond Alkali

A Golf Course of Their Own Was the Goal and This Enthusiastic Work Force Brought It Off!

by Edward G. Dickson



Enjoying the fruits of their labor: Three Diamond Alkali employees relax with a round of golf on the beautiful course which they helped build.

At Diamond Alkali Company's plant in Muscle Shoals, Ala., where employees play golf on one of the sportiest courses in the area, there are no greens fees, there is no waiting for a turn to tee off, and the course is open during all daylight hours. And the employees have a sense of personal accomplishment in this course, because they helped to build it by their manual labor and construction skills, some of them contributing more than two weeks of their free time.

The golf course is the most popularly-used recreation facility at this plant. But there are other programs, and they, too, incorporate the principle of employees contributing their own time to bring the facilities into operation. They include a picnic and playgrounds area, with outdoor grill; swimming and wading pools; clubhouse, with locker facilities and party accommodations (including kitchen); and a boat launching ramp.

The employee recreation program at Diamond Alkali has been developing and expanding almost since the firm bought this plant from the U. S. government in 1954. The Muscle Shoals site, one of 46 plants operated by Diamond Alkali in the United States, produces industrial chemicals, chiefly chlorine, caustic soda and caustic potash, for sale to other industries. It is a mercury-cell plant. The plant is located on a tract just across a highway from the Tennessee Valley Authority's Wilson Dam reservation, and is managed by Dale Wegrich.

The work force at the Muscle Shoals plant is not large — about 145 persons — but the personnel were selected with extreme care.

A harmonious relationship among employees was a chief objective. "We wanted employees who not only would work well together, but who would play together," states Mr. Wegrich.

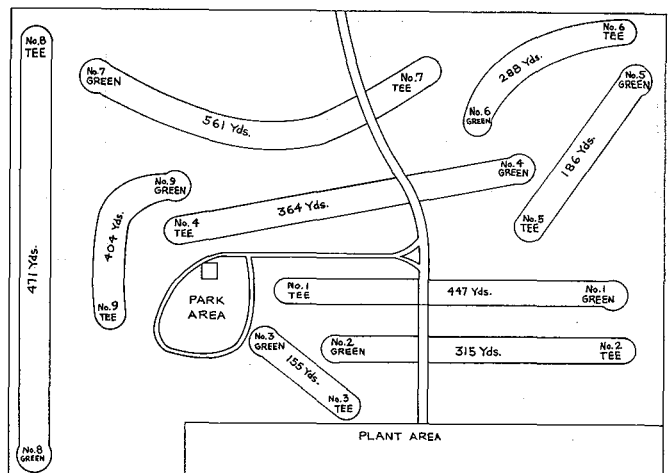
The Diamond Employees' Recreation Association was formed to implement a recreation program, and now numbers all but two of the plant's employees in its membership. This group began its program by sponsoring parties and other get-togethers, and gradually expanded

into development of facilities through the partnership between the company and the employees — one providing materials and equipment and the other supplying much of the labor and building skills.

The recreation association activities include dances, a Christmas party for children, bingo games, golf tournaments, picnics, and other such affairs.

The association funds come from \$3 a year membership paid by each employee who belongs, and the company matches the membership collections; from proceeds from vending machines scattered about the plant; and income from the rental of some property owned by the company.

A board of directors manages the association's program. This is composed of 11 members, including elected representatives from every employee grouping. Seven directors represent hourly-paid employees, the largest group; one



Long open fairways where you can whack the ball a mile are characteristic of play on the Diamond Alkali course, which is a nine-hole layout conveniently adjacent to the plant area. Two sets of markers on each tee create 18 holes. Yardage is 3,136 out and 3,191 in. Par for men is 36-36—72, the ladies get 39-39—78.

director comes from the supervisory group; one represents the clerical workers; and there are two ex-officio management representatives, the plant manager and the personnel manager.

This group plans parties, budgets funds for various activities, and works with management on the initiation of new facilities. The elected members hold office for one year.

In the case of the golf course, the board of directors has appointed a greens committee of five members to create and direct the rules governing the use of the course.

Actual maintenance of the course, and other recreational facilities comes under management's jurisdiction directed in general by the personnel manager. There are two full-time greenskeepers for the golf course, and there are seasonal life guards at the swimming pool.

The golf course is a nine-hole layout, with two sets of markers on each tee to create 18 holes. Yardage is 3,136 out and 3,191 in. Men's par is 36-36-72 and ladies' par is 39-39-78. The course lies just adjacent to the plant area, between the plant and the highway (Wilson Dam Road).

The design of the course had a number of contributors. A few of the employees knew something about design, and other ideas came from members of country clubs. The board of directors of the recreation association evolved a plan from these various suggestions. Work on the course started in 1963 and finished the following year. The company had an appropriation to provide materials and to hire the type of labor which the association could not accomplish with its volunteer help. Company equipment was made available during the time it was not in use — trucks, tractors, forklifts.

During the construction period, calls would be made on the plant's loudspeaker system, telling what volunteer work was scheduled for the day and asking for the number of desired workers. On Saturday there would be special work parties to speed up the work.

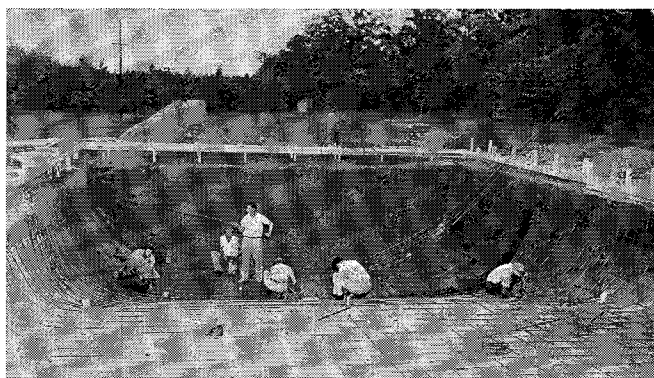
"I recall the day the sprinkler system for the greens and tees was to go in," Mr. Wegrich said. "We had a pipe-laying party, starting at 7-am and continuing until 1:30-pm. Men were divided up into teams of three, and we had a ditch-digging machine. We laid all the PVC pipe needed for the sprinklers during that work party."

In another year or so, the executive board hopes to extend the sprinkler system to the entire course.

Some of the other work done by the volunteer crews included clearing land of brush and cutting down trees; hauling materials particularly cinders and sand needed to fill in low spots and to provide the base for the greens; mixing the soils for the greens and shaping them; driving trucks and front-end loaders; hauling in dirt and topsoil.

Diamond Alkali works round the clock at the Muscle Shoals plant. Employees worked as they had free time. There was no particular pressure put on any employees to participate in this volunteer work program — it depended on their interest. But more than a dozen worked in excess of 50 hours, and some were close to 100 hours contributed.

In the swimming pools and clubhouse projects, there were even more tasks that the volunteers could perform. On the pool, for example, they put in the forms for the concrete, installed the plumbing, poured the concrete pads around the pool. For the gunite work, an outside contractor was used. On the clubhouse, situated nearby,



The golf course wasn't the only facility which the employees put in themselves. Above, volunteers are shown setting in the steel reinforcing rods on the swimming pool before the concrete was poured. Below, happy employees' children make all the time and effort worthwhile.



the volunteers did much of the work. This included laying the blocks for the walls, putting in the floor, installing the plumbing and the septic tank lines, wiring for electricity, and cleanup work.

The pools are 30 by 60 feet for the regulation pool and 12 by 25 feet for the wading pool. The clubhouse is a two-floor building, with locker facilities on the lower floor and the clubroom and kitchen facilities on the second.

At the time the recreation association's board of directors sought company support for constructing the golf course, less than a dozen employees were golfers.

Today, almost 50 percent of the employees use the course, and a number of wives and teen-age children are regular players.

The course is open throughout the year, and the picnic areas and clubhouse facilities are available year-round. The pools are operated during the three summer months.

From March to October, the recreation association sponsors a golf league. This is made up of 10 teams, each with four members and a substitute. Games are played once a week, with five different competitions scheduled, one team against another. A number of tournaments are conducted, with prizes provided by the recreation association. These tournaments usually have at least six flights.

To build interest in golf, the board of directors arranged for professionals to give group lessons to interested members, at no charge to the members.

The association also has sets of clubs for rent, but it has found that people who become interested in the game soon acquire clubs of their own. Golf balls are sold at cost, and the association gives away tees, score cards and pencils.

The entire recreational program, according to Mr. Wegrich, "has made for a closer relationship between all of the employees."

New Demands, New Opportunities — Are You Ready?

by MELVIN C. BYERS, CIRA
Supervisor of Employee Services
Owens-Illinois, Inc.

From our observation and our own appraisals of industrial recreation, we note a growing concern for more objective thinking on the part of Directors of Recreation. The rapidly increasing leisure time of our society has created a new demand for greater exposure to various forms of recreation. We see industrial recreation developing from a broader base than it has in the past decade.

We observe the average individual's desire for recreational activities is different from individual needs expressed in the 1930's and early 1940's. The new generation is more concerned with a knowledge of many things, and less concerned in becoming experts in any one. There is a noticeable employee dependence on industrial staff people. The day of having the employee administer or co-ordinate the entire program seems to be over. Employees are desirous of more service, more and better facilities, and more competent professional assistance. However, employees do wish to be heard and have a hand in the policy-making of the program as a whole.

Many Challenges To Meet

Because of our society's economics, prosperity boom, emotional pressures, and advances in sciences, the recreation director will be faced with a complex of problems in the next twenty years. The word "recreation," which truly means "to recreate," has been unfortunately associated with the word "play." This has caused considerable damage from the standpoint of objective thinking and has stymied the vast possibilities recreation programs could offer industry. The industrial recreation program can be a most effective link in employee relations and the com-

munication system. If the same business techniques of manufacturing and sales would be projected to the industrial recreation program, growth would be accelerated.

Our society yearns for paternalism, as is evident in our governmental, socialistic trends. Paternalism should not be considered a dirty word. Employees will seek some form of paternalistic assistance from one source or another. They want industry to take an interest in their lives and accomplishments, and be a part of their recreational program.

We visualize the recreation program offering industry its greatest opportunities in the following areas: supervisory training, employee education, employee relations, company image and public relations, communications and preparations for retirement. Progressive industries will have recreational facilities included in blueprints of new buildings with the same regard given other "institution services" (rest rooms, food vending areas, etc.).

Programs To Encompass The Family

To meet tomorrow's needs, industry will move toward the country club recreational program, rather than the sandlot, billiard table-in-the-corner facility. Companies with recreational programs and facilities available to the entire family will be the leaders. Administrators planning recreational sites will not overlook future employment growth and program needs. Facilities and activities planning will be based upon carefully thought out objectives. Employees will continue to seek the recreational advantages available to them in company-sponsored programs and not readily available to them at home or even in the community.



The author, a native of Toledo, has served in the field of Industrial Recreation for 27 years and is very active in employee and civic affairs.

In the future, we see the possibility of government — local, state and federal — extending tax and other benefits to industry in providing recreational sites. This would relieve communities of a great strain on their existing recreational area. Recreational directors should press for this consideration.

The "Complete" Director

Industrial Recreation Directors of the future will require far more experience and training in the entire field of humanities. The administrative ability of the director will be most important. Future programs must be as balanced as a good meal — with right proportions in cultural, athletic, social and general welfare. Programs restricted to the employee will be antiquated. Family programming with guest privileges, similar to the finer professional country club operations, will be the trend. Facilities desired may follow in this order: club house or meeting-dining rooms with food service offered, swimming pools, golf courses, sports fields, courts and diamonds, cultural and hobby center, picnic areas.

The Recreation Director and the Medical Director will work more closely together in programming for physical fitness. The Safety Director in industry will find a wonderful opportunity to use recreation media for introducing on-and-off-the job safety. The Industrial Relation Director will find recreation a medium for improved communication with the employee.

Finally, management will see the recreation program in a new perspective, as a necessary adjunct to current activities directed to promote the vocational adjustment of the individual in an affluent society and the constructive use of his leisure time. ■■

Doctors Prove Controlled Exercise Is Beneficial To Angina Heart Patients

A pair of United Air Lines' doctors have taken a different approach — a program of controlled and supervised exercise, rather than inactivity — to rid grounded airline pilots of angina pectoris chest pains from coronary heart disease.

Dr. George J. Kidera, United's medical director, and Dr. John E. Smith, director of cardiovascular services for the company, have shown through years of research and working with pilot-control groups that angina pectoris — excessive pains originating from oxygen-starved hearts — need not be the great disabler it is now considered.

Dr. Smith has proved to be his own best patient. He developed angina pectoris at the age of 49, had it intensely for six months, and gained relief from it at the age of 52 after following a walking regimen.

Dr. Kidera pointed out that a number of so-called authorities still propound the theory that "exercise is bosh" and that there is no relationship between physical exercise and the relief of ischemic heart disease.

"Gradually," he said, "there has been an accumulation of evidence that lack of physical activity has become an increasing problem in our society."

During the past few years of research, the doctors have concluded that symptoms of angina pectoris can be eliminated by diet and a progressive exercise program.

Jog Way To Health

Patients begin by walking a mile within 20 minutes. When this can be accomplished without chest discomfort, the pace is gradually accelerated to a mile in 14 minutes, and finally to a nine-minute mile, consisting of alternately walking and jogging. The patients are also on a low-calorie diet and many take anti-coagulant drugs.

Both doctors cautioned that this exercise program is not necessarily well suited to everyone. It should be attempted only under a doctor's supervision, they added, and halted at the first sign of complications.

The results from one test group of 21, some former pilots, were excellent, ac-

cording to Dr. Smith. Through this program of walking and jogging, 15 of them were "clinically cured" — in other words, pains were reduced to a point where they no longer restricted physical activity. Nine cases were symptom-free within six months and the other six improved within a year.

Four of the 21 quit for a variety of reasons. One of the difficulties proved to be the patients' wives, Dr. Smith said. "Several thought their husbands should be completely inactive, and kept telling their husbands I was crazy."

Only two of the 21 had to drop out because the program was too strenuous.

Morale Booster

One of the greatest benefits to the program is the psychological lift, both doctors agreed. Depression often follows the beginning of the chest pains, and is deepened when the family doctor suggests avoiding exertion. Once they are expected to exercise, however, optimism returns.

"The middle-aged male in this country is trapped," Dr. Smith noted. "There are continuing pressures at home and at work, and many times the problems are insoluble. He gets depression followed by angina."

"A trapped animal secretes adrenalin and either fights or runs," Dr. Smith said. "The American male can't fight, so this program gives him a chance to run."

Some patients have asked if golf couldn't be substituted for the walking routine, but the answer is no. Dr. Smith is against golf for angina sufferers, because of the number of starts and stops on the golf course, while tennis is too strenuous.

The doctor acknowledged that there were two problems that often cropped up in the program.

One was the attitude of a number of family doctors who prefer the traditional approach of rest and medication for chest pains.

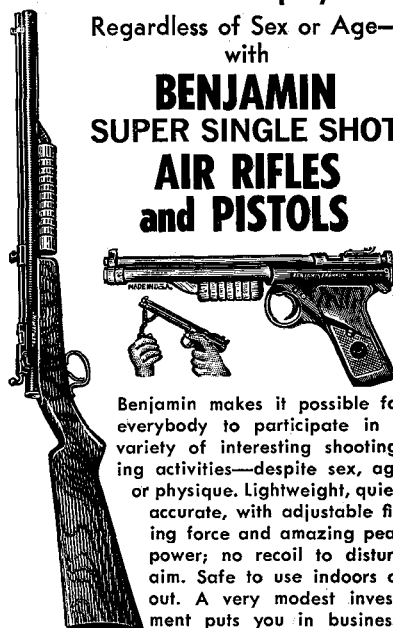
The second, while a non-medical problem, is no less serious. Several patients have complained that on their one-mile hikes, they are harrassed by neighborhood dogs. ■ ■

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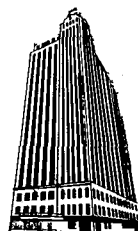
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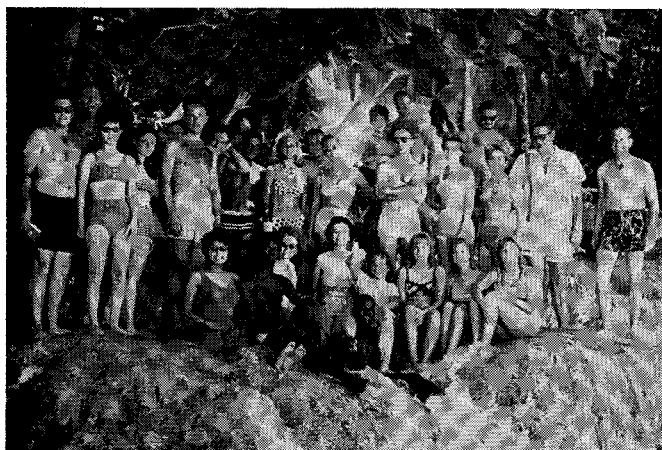
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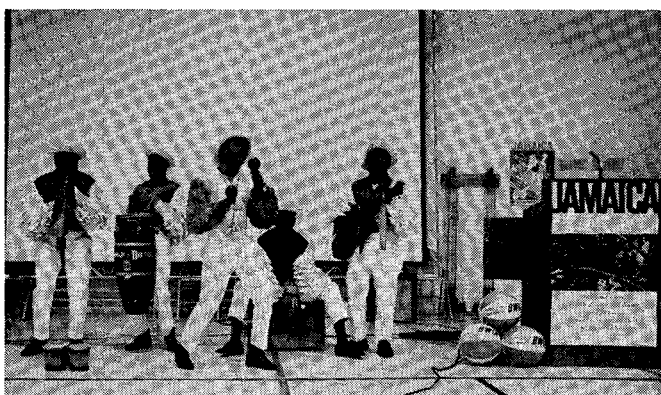


Tiers and families take it casual at Dunn's River Falls, Jamaica.



Texins' Travellers Follow The Sun

by RICHARD T. DANIEL, CIRA
Promotions & Special
Activities Administrator
Dallas-Texins Association



(Above) To help arouse interest in their first group travel offering, "Jamaican Adventure," the Texins Association brought in a band of Calypso singers to perform in plant cafeterias. (Below) Happy Tiers are lei-laden upon their arrival in Hawaii last year.



For the men and women of Texas Instruments' Dallas-Texins Association, group travel means fun, excitement and relaxation, plus dollar savings . . . dollar savings that totaled over \$45,000 for Tiers and family members during the past two years.

Group travel came into existence at TI during the summer of 1965 under the direction of Troy Mauldin, Athletic Activities Administrator for the Dallas-Texins Association. Troy corresponded with various members of the NIRA Travel Council, then investigated proposals provided by some of Dallas' top travel agencies and tour operators. Mauldin's research proved his theory that many companies and organizations were providing domestic and international trips at substantial savings for their employees and families.

The Dallas-Texins Association's first effort into group travel was a low-price package — \$181 and an exotic destination — Jamaica. Over 200 Tiers and family members enjoyed the fun-filled island's hospitality during Texas Instruments' first annual "mass vacation" in 1966.

Troy believes the success of the first group travel offering was based on price, destination, duration, and promotion. Promotional efforts for the "Jamaican Adventure" were coordinated by Rick Daniel, Promotion & Special Activities Administrator. They included posters on all company and Activities Center bulletin boards, news stories in the company newspaper, brochures printed by the tour operator, "kick-off" meetings featuring live entertainment, and a slide presentation sponsored by the Jamaican tourist board. In addition, live Calypso singers made noon-time appearances in TI's cafeterias.

The administrative aspects of the group travel program were also under the auspices of Troy Mauldin. He worked with the local tour operator and NIRA member Traveler House Limited of Austin & Dallas on all aspects of the trip, meetings and promotion. Keeping tour records and deposits, processing individual mailings, and transacting final payments highlighted the administrative duties. He also accompanied the tour personally to solve inevitable problems on the spot.

When the first Dallas-Texins Association group travel event was completed, General Manager Clark W. Fishel suggested that a questionnaire be worked-up and mailed to all participants.

Precisely 49.02% of the Jamaican Adventure group responded to the questionnaire and 52.6% of respondents rated the trip very good to excellent. Exactly 94.8% said they received sufficient pleasure from the planning and participation to justify the expenditure, although encountering minor problems due to the airline strike and accommodations miscues.

But a lower 79.6% (four out of five) said "yes" to making a similar economy trip again in knowing that a few minor problems probably would be encountered.

For help in future planning, the questionnaire contained some key questions. The answers indicated that 100% of the responding participants on the "Jamaican Adventure" wanted group travel to become a regular part of the recreational programming, 92% wanted medium price accommodations and 88.5% wanted to travel by regular scheduled or charter jet transportation. The majority of the participants wanted Hawaii, or Acapulco, Mexico as their next year's vacation destination. Most important, 79.6% were willing to serve on a committee to help formu-

late future trips.

Group travel continued to grow at Texas Instruments during the winter of 1967. Troy worked with the officers of the Texins Ski Club on weekend bus and plane trips to the slopes of New Mexico and Colorado. Complete ski-packages at Red River, New Mexico, cost only \$58 (bus trip—500 miles from Dallas). For everything but food and drink, a weekend trip to Santa Fe, New Mexico, cost only \$98 (plane trip—600 miles from Dallas).

At the same time, Mauldin was busy planning for the summer group travel program. As a result of the questionnaire, Hawaii was selected as the 1967 group travel destination. Tour proposals were once again accepted from tour operators and agents. NIRA member Unitours-Dallas was selected to handle the Dallas-Texins Association account because of their specialization in Hawaii tours and substantial buying power created by their constantly growing volume.

Two complete packages were arranged to provide TIers with high quality group tours at medium cost. Delta and Pan American jet liner service, Malihini Apartment Hotel living, 14-days, one-island for \$395 completed the standard Hawaii package. The deluxe Hawaii package included Delta and Pan American jet liner service, accommodations at the King Kamehameha, Kanapali, Hanalei Plantation, & Holiday Isle hotels, 14-days, five-islands, same tours and meals for \$669 per person.

Promotional efforts for the "Waikiki Holiday" hit early in February 1967. Three group travel meetings featuring movies, question & answer sessions, and door prizes, news stories in the company paper, posters on all plant & Activi-

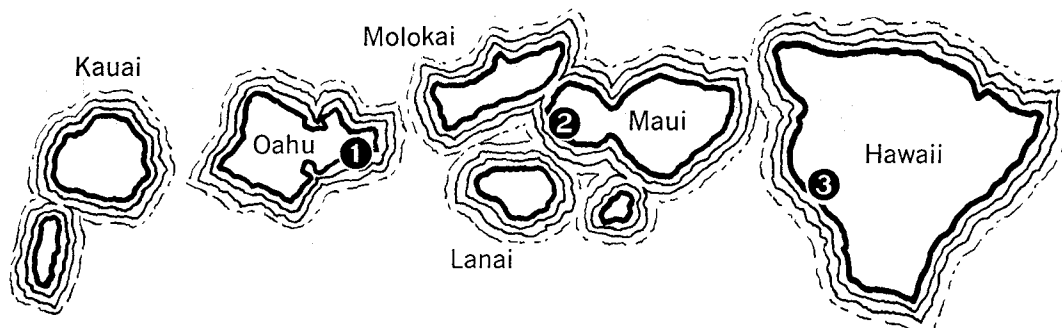
ties Center bulletin boards, direct mailings to all "Jamaican Adventure" participants, and colorful brochures all conveyed the travel message to the employees.

Over 50 TIers and families responded to the promotion and visited Hawaii during the company's summer mass-vacation period in 1967.

Group travel continued to crop up in all areas of the Dallas-Texins Association's recreational programming. Additional weekend ski trips were added to the calendar through the coordinated efforts of Mauldin and the Texins Ski Club. A chartered prop-jet trip to Indianapolis for the world's greatest spectacle in sports—the Indianapolis 500 auto race—resulted from the Dallas-Texins Association's largest annual special event, its Auto Racing Movie Spectacular, featuring four-hours of race films, race car display, and door prizes. A weekend trip to Las Vegas, resulting from the group travel questionnaire requests, was successfully completed. The package included four days at the Stardust Hotel, shows, meals, and chartered air transportation for \$132 per person. These and other recreational activities broadened the group travel base by offering varied options to TIers and families throughout the year.

With another successful major group travel program completed during the summer of 1967, 20% of the same TIers and families participated in both of the Dallas-Texins Association's "Jamaican Adventure" and "Waikiki Holiday" trips. This time all participants said they were thoroughly pleased with both tour packages. The successful completion of both major tours started an extensive group travel "word-of-mouth" advertising campaign.

continued on next page



HILTON HAWAII CONVENTION GUIDE

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HILTON HOTELS IN HAWAII
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continued from page 17

This year's ambitious program has been expanded to fit the pocketbooks and wishes of a broader range of the TI populace.

At the group travel kick-off meeting in February, TIers and families heard complete details about the six tour packages. At the top of the price and quality spectrum is Hawaii with two packaged choices due to the tremendous "word-of-mouth" effect from last year.

The deluxe tour to Hawaii will include Delta and Pan American jet liner service, 15 days, accommodations at the Holiday Isle, Hanalei Plantation, King Kamehameha, Royal Lahaina hotels, six islands, tours, and meals for only \$689 per person. A standard tour to Hawaii will also be offered for \$555 per person with some deletion in tours and meals from the deluxe tour and accommodations at the Beachwalk, Castaways, Maui Palms, and Pacific Empress hotels.

TIers and families will also have an opportunity to travel on a Caribbean Cruise and spend a day in Miami for only \$395 per person. The total package includes Eastern jet transportation and M/S Sunward cruise transportation to Nassau, Kingston, Montego Bay and Port Antonio, ten relaxing days, and meals. Optional packages will enable participants to drive to Miami and take part in the Miami festivities for \$265 per person or drive to Miami and participate in the cruise only for \$235 per person.

"South of the border down Mexico way" will be the tune of TIers and families for ten fun-filled days at \$255

per person. Two departures are planned with the itinerary taking participants to Mexico City, Taxco, Cuernavaca, and Acapulco. Transportation by American or Braniff International jet liner service and housing at major hotels complete the package.

TIers and families will have another opportunity to visit Mexico in October during the Olympic Games. The planned itinerary includes eight days, tourist class hotel accommodations, sightseeing in Mexico City, and transportation by Braniff International for \$165 per person. The total package does not include Olympic Game admissions due to the complexity of the events offered.

The sixth tour package will take TI's group travel participants to the annual Memorial day classic . . . the Indianapolis 500. The one-day trip will include air transportation on a chartered Braniff International jet, transfers to and from the speedway, reserved main-straight-away \$20 seat, and lunch for \$115.

Group travel plans for 1968 are truly shaped for all pocketbooks . . . \$689 to \$115 per person and to many levels and areas of interest. The program was put together based on the success of the previous year's offerings and the wishes of TIers and families.

Promotional efforts for the Dallas-Texins Association's 1968 group travel program have also increased, based upon the previous year's effort. Teaser announcements about all six trips were placed in the company paper early in December of 1967. Special wallet cards were printed with dual message impact. One side of the card has the Activities Center schedule and the other side has a complete listing of the group travel offerings and price range. They were distributed at special all-company meetings late in December of 1967.

Early in January, a two-color, 16-section brochure was printed by Unitours-Dallas and mailed to all previous group travel participants, plus distribution through all Texins Ticket Girls who are located in the Personnel or Purchasing areas of TI. Completing the promotional efforts, posters, cafeteria table tents, company paper articles, kick-off and individualized trip meetings, and Activities Center lobby displays were used.

With current indications of another successful group travel year, Mauldin is planning future trips to the Orient, Australia, and South America. In addition to the international trips, some weekend domestic trips are planned for Las Vegas, Houston's Astro Dome, and Hot Springs, Arkansas.

All group travel programs sponsored by the Dallas-Texins Association must adhere to the following set of guidelines. Basic areas of consideration for all companies planning group travel programs should be administration, tour operators, destination, duration, transportation, cost and promotion.

Dallas-Texins Association Group Travel Guidelines ADMINISTRATION

1. Investigate all tour proposals and tour operators thoroughly.
2. Liaison between tour operator, sponsoring organization, and group travel participants.
3. Accept deposits, hold monies, keep tour records, process individual mailings, and transact final payments.



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4. Construct and distribute post-trip questionnaire for evaluation purposes.

TOUR OPERATORS

1. Use, whenever possible, tour operators with proven success and operators who have offices or representatives at the planned destination.
2. Use, whenever possible, operators who specialize in and are completely familiar with the selected destination.

DESTINATION

1. Select the destination and location based upon the wishes of the participants.
2. Select an exotic location with mass appeal for the many interest levels of the participants.
3. Select locations that are not accessible by automobile for major trips and locations that would appeal from the novelty aspect and purpose for weekend trips.

DURATION

1. Basic duration of the trips should be from 7 to 15 days for Western Hemisphere travel, 14 to 21 days for European travel, and 2 to 3 days for weekend travel.
2. A choice should be offered in the number of days the itinerary includes.

TRANSPORTATION

1. For major trips use regular-scheduled-jet transportation or chartered-jet transportation when practicable.
2. For on location travel or for weekend trips use chartered, air-conditioned bus transportation and limit the duration to 200 miles per day for sightseeing trips and 500 miles per day for weekend ski trips, and similar jaunts.

COST

1. Offer price ranges that appeal to all pocketbooks, usually \$150-\$200 for the first major group travel offering.
2. Up-grade tours and price levels after an initial success and when the economy and interest warrants it.
3. Offer weekend trips for the basic price of \$25 and do not exceed the maximum \$150 price range.

PROMOTION

1. Coordinate all promotional efforts with a carefully planned schedule.
2. Use a mass kick-off meeting for the initial group travel get-together. Follow it with individual monthly meetings for all major group travel offerings.
3. Use all available promotional media such as brochure (printed by the tour operator), company newspaper articles, posters, table tents, noon-time cafeteria entertainment or movies, commercial promotional displays, etc.

GENERAL

1. Have a member of the sponsoring organization, whenever possible, be present on all group trips and if possible make an advance trip to the location in order to report "first-hand" to the participants at the initial kick-off meeting.
2. Professional tour guides should be provided by the tour operator for every 30 participants on the tour.

Whether it's for one week or longer,
to the Bahamas or the West Indies...

YOUR '68 GROUP PROGRAM HAS SMOOTHER SAILING ON HOME LINES' 2 GREAT CRUISE SHIPS



S.S. OCEANIC



S.S. HOMERIC

Total luxury, total relaxation . . . that makes you feel so good the gang's all here to enjoy a Home Lines cruise vacation! Renowned all-Italian hospitality with the special Home Lines flair, sumptuous cuisine 6 times a day, exciting activities at sea, ample time in the sunny, exotic ports.

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CRUISES TO THE WEST INDIES & SOUTH AMERICA on the "OCEANIC"

9 to 20 days, 4 to 11 ports, regularly thru April 11

FROM SPRING ON...

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Mostly 7-day cruises with 2 days and 2 nights in Nassau, ship your hotel, from Apr. 20 thru the rest of the year

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Purdue Survey Points Up Need For Professional Recreators

The following survey report was presented by Prof. Dan H. Corbin, Chairman of the Recreation Education Section of Purdue University, Lafayette, Ind., at the Industrial Recreation Workshop held February 9th at Purdue's Indianapolis campus.

A meeting was held in Lafayette on Tuesday, December 12 at which the Employee Recreation Survey Committee consisting of Ed Meith (Eli Lilly), Tom Joyce (General Motors), and Ed Mayhew (Bryant Mfg.) met with Dan Corbin at the Lafayette campus. A survey form was evolved and approved by this committee.

It was decided to send questionnaires to selected industries in eleven states; Indiana, Ohio, New York, Missouri, Kentucky, Illinois, Wisconsin, Michigan, Pennsylvania, Tennessee and Minnesota were the ones involved. The companies were chosen from a list prepared from the National Industrial Recreation Association's 1967 Membership Directory and Purdue University's Indianapolis campus mailing list of industries.

In all, there were 132 industries that responded to the questionnaire. The tabulation of responses show that Indiana industries comprised the major portion totalling 62 or 47%, Ohio was next with 26 or 20% followed by New York and Illinois with each contributing 13 or 10% of the responses.

Employment in the 132 industries totalled 571,938. The median was 1,500 and the range extended from 24 to 46,000 employees. Sixty-seven of the industries had 3,000 or fewer employees leaving sixty-five above 3,000. Among these responding, three had 25,000 or more employees. Of the 132

respondents, 118 or 89% provided recreation for its employees.

Of the preferred activities listed, bowling was most frequent with 114 entries or 97%; golf was second with 98 (83%); basketball was third with 92 (78%); softball was fourth with 91 (77%); followed by archery, tennis and baseball. It is noteworthy that thirty-five of the industries had employee parks.

In club activities, bridge led with 44 responses (37%) with glee clubs accounting for 23 (19%), camera 22 (19%), camping 19 (16%), and investment 12 (10%) were the other leading choices. Of the replies to "Other Clubs and Activities", picnics, volleyball, dancing, trap shooting, shooting (pistol and rifle), horseshoes, fishing, Christmas parties, and traveling were most frequently designated.

It is perhaps significant that fifty-six (48%) of the companies had employee recreation associations. This leaves a majority of 61 (52%) without the stimulation of a cross section of the employees. The involvement of employees by way of an employee recreation association has proven itself repeatedly and is to be encouraged.

We find in answer to the query as to how programs are financed that a majority of the industries—58 or 49%—support their programs through joint contributions from company funds and employee contributions. On the other hand, 30 industries (25%) have the program financed entirely by company funds. In this vein, 13 (11%) financed their activities exclusively from the proceeds of vending machines; 16 industries (14%) indicated that they used a combination of sources including company funds, vending machine re-

ceipts, employee contributions concession stand receipts, and dance profits.

As for the employment of full-time recreation directors, but 28 (24%) do so. However, 72 (61%) of the industries do have persons designated to initiate and plan recreation activities along with their "normal" job responsibilities. A majority (51%) are situated in the personnel department while the remainder occupy positions in related departments, such as 12 (17%) in industrial relations, 7 (10%) in employee relations plus employee services, insurance division and welfare, employment and educational service, employee benefits, office services, employee services, restaurant coordination, etc.

In accounting for the amount of time devoted toward planning or coordinating employee recreation activities, 33% spent 3 or more hours per day at this essential phase of industrial recreation. Twenty-eight per cent spent from forty-five minutes to 2 hours in preparation. There were 39% spending less than forty-five minutes per day in this type of work.

One hundred and six of the 132 industries reported that their recreation programs were initiated and planned in association with volunteers. Of these volunteers, 43% planned the activities after working hours and 57% planned the activities during working hours. Two percent used a combination of working and non-working hours for the planning of recreational activities. However, the amount of time spent by volunteers (during the working day) for planning of recreational activities was minimal. Thirty-three percent spent less than 1% of the work week in planning, with an additional sixteen per cent devoting 2% or less of the work week in planning. Only one industry reported a significant time allotment, i.e., 25% for planning.

In answer to the question whether
continued on page 23

We'll make your next employee group trip a vacation for you, too.

You won't need a vacation after planning everybody else's vacation if you turn over all the work to the Hilton International Recreation Advisory Service. We've had years of experience in arranging employee group trips to Mexico, the Caribbean, or just about anywhere else in the world.

Hilton can plan sightseeing to meet your group's specific interests, transportation, itineraries, and of course, accommodations at any of Hilton's hotels. Hand the problem to Hilton and this year's trip will be a vacation for you, too. Here are 13 exciting Caribbean spots to choose from.

For more information, fill in and mail the coupon.

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BARBADOS HILTON, Barbados, West Indies. A club-like Hilton in the cosiest corner of the Caribbean. Secluded 14 acres on the site of historic Fort Charles. Fishing and sailing.

SAN JERONIMO HILTON, San Juan's newest resort hotel, on the tip of a peninsula. Festive nightclubs and restaurants. Two swimming pools.

DORADO HILTON, Puerto Rico. 256-acre beach-front estate with 18-hole championship golf course, swimming pool and tennis.

MAYAGUEZ HILTON, Mayaguez, Puerto Rico. In the new West Coast tourist area. Swimming pool, tennis, 18-hole putting green.

VIRGIN ISLE HILTON, St. Thomas, V. I. Hillside paradise viewing the island and sea. Swimming pool, tennis courts, duty-free shops.

JAMAICA HILTON, Ocho Rios. On Jamaica's beautiful North Shore. Swimming pool, tennis courts, superb beach, pitch and putt golf, complete social program.

TRINIDAD HILTON, Port-of-Spain. The famous upside-down hotel, overlooking the sea and the city. Where calypso and steel bands were born.

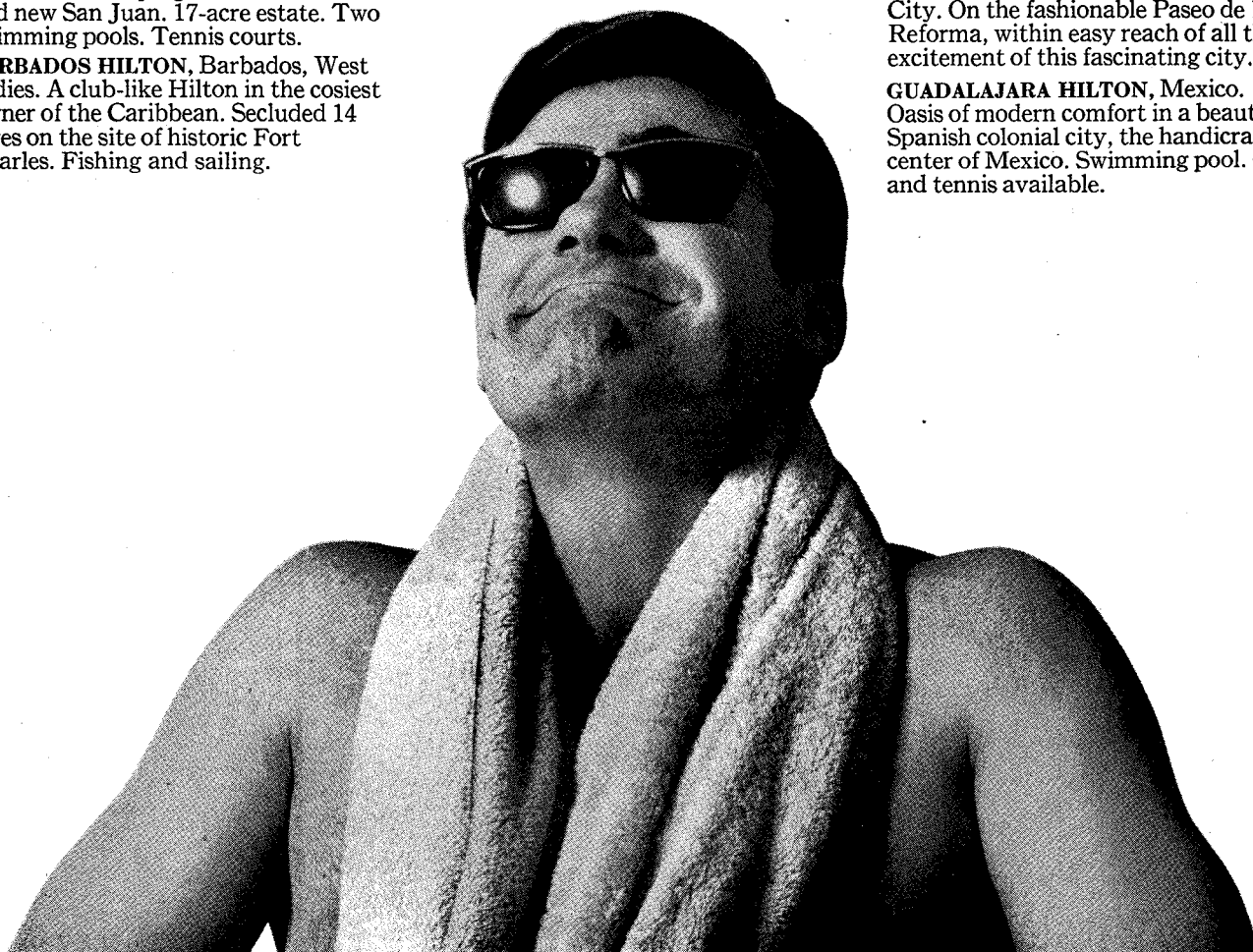
CURACAO HILTON, Curacao. On the beach overlooking Piscadera Bay. 18th-century Fort Piscadera right on the grounds. Casino, swimming pool, tennis courts, fishing, duty-free shopping.

CARACAS HILTON, Caracas, Venezuela. Opening in 1968. Resort setting in the heart of the city. Supper club overlooking Caracas, swimming pool, tennis courts.

ACAPULCO HILTON, Mexico. Right on the beach, with acres of tropical gardens. Huge swimming pool with island restaurant.

CONTINENTAL HILTON, Mexico City. On the fashionable Paseo de la Reforma, within easy reach of all the excitement of this fascinating city.

GUADALAJARA HILTON, Mexico. Oasis of modern comfort in a beautiful Spanish colonial city, the handicraft center of Mexico. Swimming pool. Golf and tennis available.



Mr. Cliff Larson

Recreation Advisory Service, Hilton International Co.
11 East Adams St., Chicago, Ill. 60603

Please send information on special programs for employee groups for the locations I have checked:

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- ☐ SAN JERONIMO HILTON, SAN JUAN
- ☐ MAYAGUEZ HILTON, PUERTO RICO
- ☐ VIRGIN ISLE HILTON, ST. THOMAS
- ☐ CONTINENTAL HILTON, MEXICO CITY
- ☐ GUADALAJARA HILTON, MEXICO
- ☐ CARIBE HILTON, SAN JUAN

- ☐ BARBADOS HILTON
- ☐ TRINIDAD HILTON
- ☐ CURACAO HILTON
- ☐ JAMAICA HILTON
- ☐ ACAPULCO HILTON
- ☐ CARACAS HILTON

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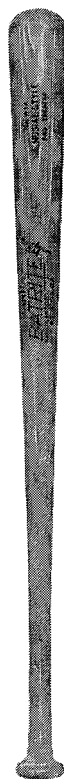
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Hanna takes an exclusive extra step. Each Pro-Treated bat is impregnated with glue under pressure. Result? A harder bat . . . harder to chip. Longer lasting. Hanna takes a little longer to make bats than anyone else. But then, they can afford to because Hanna makes bats only. More than 55 different kinds for every use . . . and color-keyed so you know the exact length of a Little League bat just by looking at it. The next time you're in the market for bats, look for the name Hanna. The bat company.

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Astronaut Lovell Will Speak at 1968 National

Captain James A. Lovell, who has spent more time in space than any other man, and who now heads up The President's Council on Physical Fitness in addition to his continued space training, will be the main speaker at the opening luncheon of NIRA's 27th Annual National Conference & Exhibit, June 15-18 at the Statler Hilton Hotel in Detroit, Michigan.

Captain Lovell continues to play an active role in the space program and is presently in training for future Apollo lunar missions. At a trim 5-11 and 170 pounds, the 39-year-old astronaut makes the perfect walking advertisement for the benefits of regular exercise.

Appearing at the same luncheon will be an outstanding employee vocal group, the DOFASCO Male Chorus from Dominion Foundries & Steel Co., Hamilton, Ontario.

Other notables already on the schedule to speak at the conference are Robert Beattie, coach of the United States Ski team, and R. C. Havel, director of Health, Physical Education & Recreation at Wayne State University. Havel will address the annual breakfast gathering of the nation's Certified Industrial Recreation Administrators.

Conference chairman R. Fred Canaday, General Motors Corp., tells us that the 1968 Conference and Exhibit will be presented in an entirely different format than has been customary over the years. Delegates (students) will be "enrolling" in a comprehensive, four-day "course" at the "Institute of Recreation Advancement and Development."

There will be 25 panel presentations (classes) during the course of the conference, covering all phases of Travel Programs, Outdoor and Indoor Sports and Family Clubs. Panel moderators (professors) will wear colored caps and gowns. Panel members (instructors) will be in black caps and gowns.

All panels will be 45 minutes in length, allowing five minutes each for presentations by the professor and four instructors and 20 minutes for a question-and-answer period. A bell will then ring and "students" will have five minutes to change classes. Each panel will then be repeated. In this way, a company with two delegates can cover every "class" offered by the "Institute."

Upon registration at the Conference, each delegate will receive a textbook containing outlines of the presentations to be made by all of the professors and

instructors. As the delegates attend a panel, they will open their manuals to the outline of the talk being presented and add notes as desired.

When delegates return to their offices, they will have a comprehensive collection of outlines covering each of the successful recreation activities discussed at the Conference.

PURDUE SURVEY continued

a company has facilities designed specifically for recreation activities, sixty-two (53%) of the industries answered in the affirmative. Twenty-three of those responding had either completely outdoor or completely indoor facilities. The next most frequent ratio was 50% outdoor—50% indoor, followed by a ratio of 80% outdoor—20% indoor. In all, there were more outdoor facilities available than of the indoor variety.

Eighty-three (66%) of the industries use municipal facilities for employee recreation. Twenty-one per cent or 26 companies use county facilities, with 11% using state and 2% using private facilities.

The city furnished 100% of the facilities for programming in thirteen instances, while private facilities served this same function in one case. Facilities made available by cities ranged from 100% down to as little as 1% of company needs. The city was the constant reply for an almost 2 to 1 ratio among the respondents.

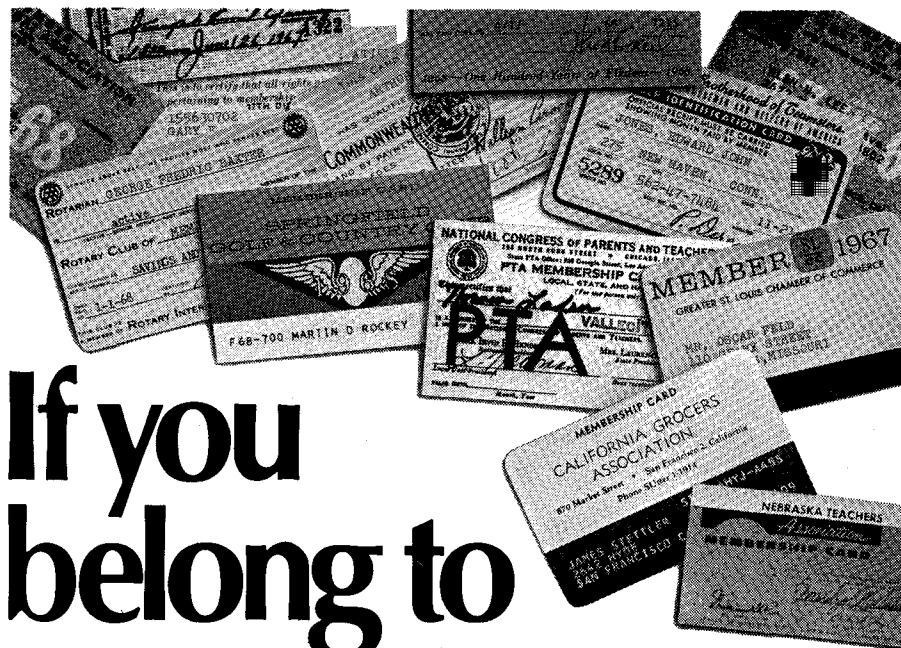
County facilities were used as much as 75% in one case (were primarily used 50% - 10% of the time) and as little as 1%. State facilities were primarily used on the 10% level.

Bulletin boards were used most frequently—80 or 68%—to publicize recreational events. The company paper was used in 58 responses (49%) with word of mouth utilized in 22 responses. These were followed by house organ, local newspaper, direct mail, and newsletter.

In rating the techniques employed, the most successful method was a combination of the above methods, with bulletin boards ranked second, company paper third, word of mouth fourth and bulletins fifth.

Thirty-three companies (25%) were members of an industrial recreation association which was connected with the recreation department in their city. However, 92 (75%) were not. Fifty-seven per cent of the com-

continued on page 24



If you belong to almost anything,



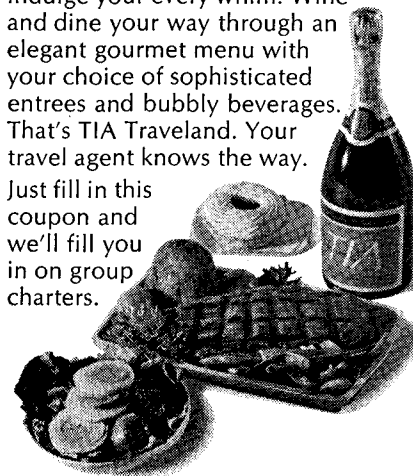
TIA jets belong in your travel plans.

Sample fare: Chicago-Buenos Aires, \$288.00* round trip. Do you belong to any kind of group or club? Business, civic, fraternal, social, religious, athletic, musical, political, etc.? If so, your group is eligible.

What you're eligible for is luxury travel on TIA's superb DC-8 or 727 Fan Jets. While you relax in blissful comfort, our stunning stewardesses indulge your every whim. Wine

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Address _____

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RATES: regular type—15 cents per word;
bold face type—25 cents per word. Copy
must be received by the 5th of month
preceding issue in which ad is desired.

POSITIONS WANTED

Young man, 23, who will graduate from Texas Tech this June with a Master's degree in Physical Education seeks position as director or assistant of employee recreation program. Married, one child. Salary, open.
Box #174—RECREATION MANAGEMENT

Young man, 22, who will graduate from Oregon State University this spring with a B.S. in Recreation seeks an administrative or supervisory position in program planning and operation of employee recreation. Community recreation experience. Married. Salary, \$6,500.
Box #173—RECREATION MANAGEMENT

Young woman, 21, who will graduate in June 1968 from Michigan State University with a B.S. in Recreation seeks a position as Recreation Coordinator in the Detroit area. Practical experience on camp and school levels. Single. Salary, \$7,000.
Box #172—RECREATION MANAGEMENT

Man with administrative experience in municipal recreation program seeks position in the field of Industrial Recreation and Em-

ployee Services. BA in Personnel Management from Beloit College. Age 37. Married, two children. Salary open.
Box #171—RECREATION MANAGEMENT

Man with extensive background as director of municipal, industrial, and armed services recreation programs seeks position as industrial recreation director. B.S. in Physical Education and Recreation from University of Georgia. Salary commensurate with position.
Box #170—RECREATION MANAGEMENT

Man with seven years of administrative experience in community, youth, and camp recreation programs seeks employment as assistant to director of large recreation program or as director of smaller one. B.S. from George Williams College. Age 32. Married, four children. Salary commensurate with position.
Box #169—RECREATION MANAGEMENT

Young man, 22, who will graduate in June '68 from the University of Iowa with a B.A. in Recreation seeks an administrative position in the recreation field. Leadership experience. Married. Salary \$8,000.
Box #168—RECREATION MANAGEMENT

Young man, 25, with a B.S. in Recreation from the University of Iowa and broad experience in community recreation programming, seeks administrative position in comprehensive program. Married, 2 children. Salary, \$8,200.
Box #167—RECREATION MANAGEMENT

B.S. in Physical Education from Illinois State University, age 31, 3 children. Recreation Chairman for company of 1,500, active in state-wide rural recreation program. Salary open.
Box #166—RECREATION MANAGEMENT

Man with 10 years experience in the field of recreation seeks position as director or assistant of large industrial recreation program. Has administered a county employee recreation program for 11,000 employees. Age, 33. Married, two children. Salary, \$11-12,000.
Box #165—RECREATION MANAGEMENT

MISCELLANEOUS

GROUP-CHARTER FLIGHT HANDBOOK
—New Guide details: Air fares; charter rates; regulations; Europe, Caribbean, World-wide; how organizers can earn free seats; airline classifications; inexpensive European charter tours. Names 1,100 typical organizations. Free details.
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"INDUSTRIAL RECREATION"—the quarterly journal read by your opposite number in Great Britain. A sample copy sent free on request. If you like it, write again enclosing a year's subscription of two dollars which includes postage. Write now to:
J. H. Rees, Sports Secretary, John Lewis Partnership, Oxford Street, London, W.1, England.

continued from page 23

panies were members of a national recreation organization. Of those who were, 89% were members of the National Industrial Recreation Assn. with the remaining 11% belonging to the National Recreation & Park Assn.

The question of certification was the next one considered. Twenty-eight (22%) of those responding had employees who were recognized as Certified Industrial Recreation Administrators by the NIRA.

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Of the 132 respondents, 81 responded that they favored an exchange of ideas on a regular basis. Within those who replied favorably, there was almost a 2 to 1 preference for quarterly meetings.

Certainly, the need for recreational activities becomes greater as automation and its ally, cybernetics, take hold more forcibly in our industrial complex. It becomes even more essential as our industries become larger therefore causing the worker to appear as an even less prominent and identifiable member of the production team. Hence, recreation can constitute the cohesive force that pieces together the workers both individually and collectively.

Your very presence at this workshop reflects a positive effort and desire to further the contribution you are making at your plants. To be sure, a professional effort can advance no farther than the collective goals, appreciations, and overall philosophy will allow.

Your progress to date has not been a smooth or easy one. There is still a

considerable amount of missionary zeal needed which can best be generated by a professional organization.

As one looks at professional organizations, one observes that state and regional associations supplement an effective national office. By so doing, a greater voice is given to the membership insofar as regional and national issues are concerned. Furthermore, greater strength is bestowed on the national organization for it is reliant on and supported by the effectiveness of its various components. As the links are strengthened, so is the chain fortified. The challenge is yours.

Buyers Guide Correction

The listing of Hilton International was carried incorrectly in the Annual Buyers Guide which appeared in the December 1967 issue.

The corrected listing should read:

Clifford Larson, Sales Manager
Hilton International
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Quietly the English countryside beckons, steeped in history. The whole world is yours, waiting. This year come explore it with us.



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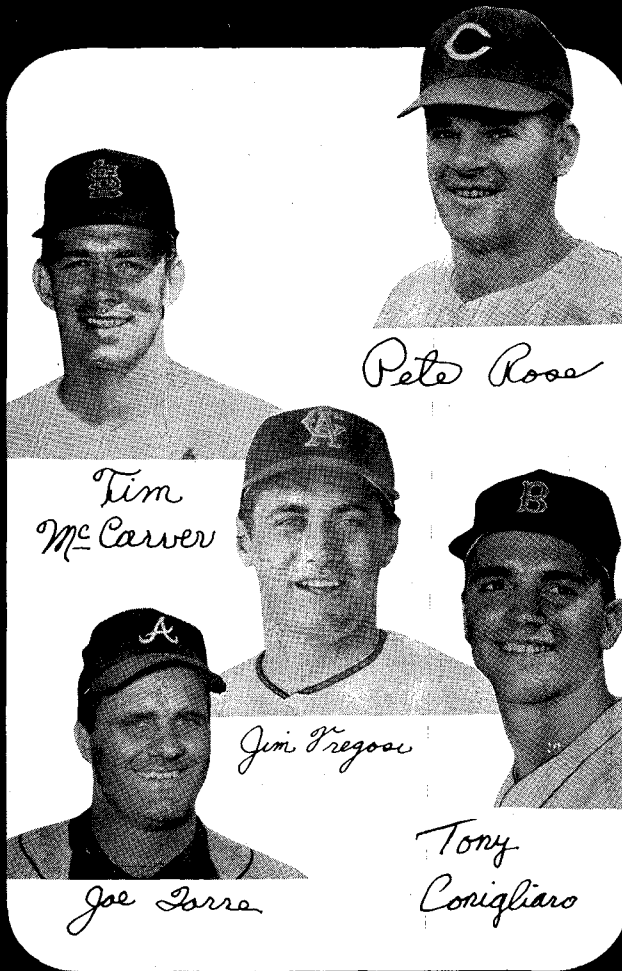


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The Council will be a Cabinet-level group with an advisory committee of distinguished citizens to develop national goals and programs to promote sports and fitness in America.

As a first step, the Council will call a national conference to explore the long-term requirements of physical fitness and sports in the nation."

Lyndon B. Johnson

*The White House
March 4, 1968*



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It's good to travel in a group. Other people can help. Economically.


Trans World Airlines offers a substantial discount off Jet Coach fare with its program of charter flights and fare reductions. Just name the itinerary. TWA will follow it. If you want advice, TWA is at your service. How about your group exploring New York, Boston, Chicago, St. Louis, Miami, Las Vegas, Los Angeles, San Francisco. Or a trip to the ex-

citing places in Europe. Anywhere they want. For as long as they want.

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up up and away 

IN WHAT SPORT DO THEY ARGUE ABOUT RULES BUT NEVER ABOUT EQUIPMENT?



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"Whaddya mean, balk?"

Any player can get into a little rule-book rhubarb now and then. Not even a pro is letter perfect. So, when a schoolboy (or a shopkeeper or salesman, for that matter) is off duty and trots out onto the field, you can expect the ump or the ref to settle a few disputes.

Except when you're handing out Wilson sports equipment to play with. There's no disputing this fact: Depend on Wilson and you can be sure that you've at least done your part to make the game a success.

The gang is bringing a heart full of enthusiasm into the game. Doesn't it make good sense to

stick with the line of equipment that's wide enough, with the quality and craftsmanship deep enough to match?

It's kind of like a long run that naturally deserves the cheering section's lustiest yell of the day.

It's a pretty solid line-up you'll find at Wilson: Footballs, basketballs, softballs, golf balls, complete equipment for all of those sports... just about everything from basketball uniforms

to golf tees. In a wide price range to suit any need and budget.

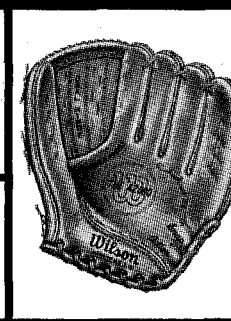
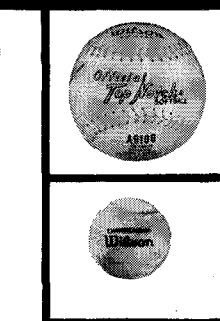
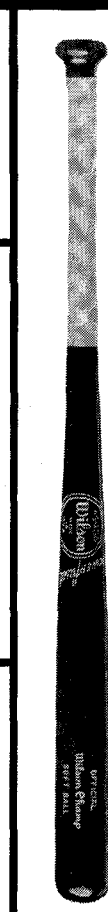
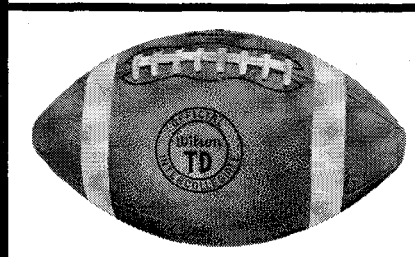
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APRIL, 1968

Volume 11, Number 3

Governmental awareness of the growing need for recreation opportunities on the part of American citizens is reflected in the recent Executive Order expanding the President's Council on Physical Fitness and Sports. See page 23 for the complete story.



Recreation

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Management

Published by the National Industrial Recreation Association,

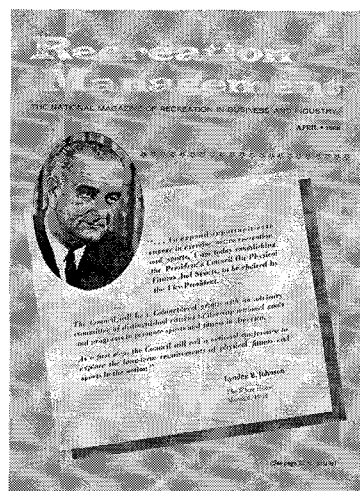
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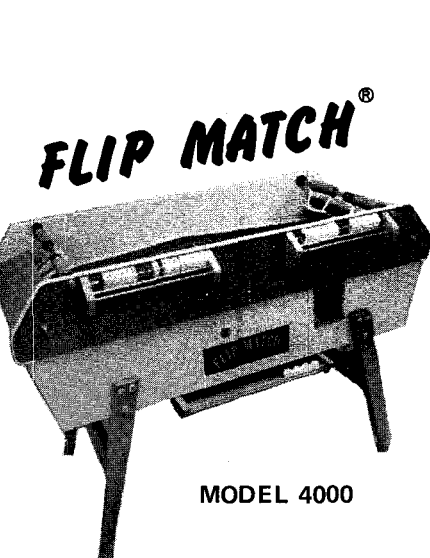
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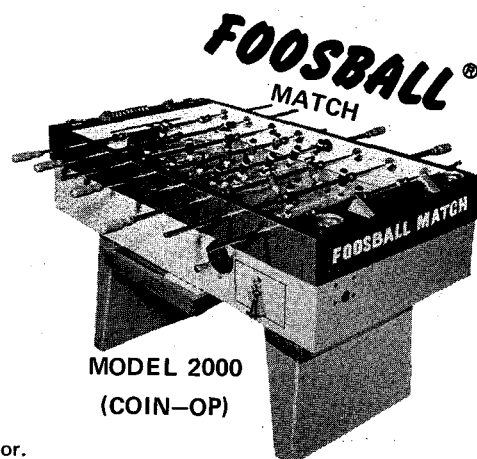
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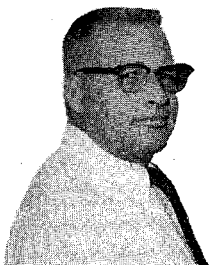
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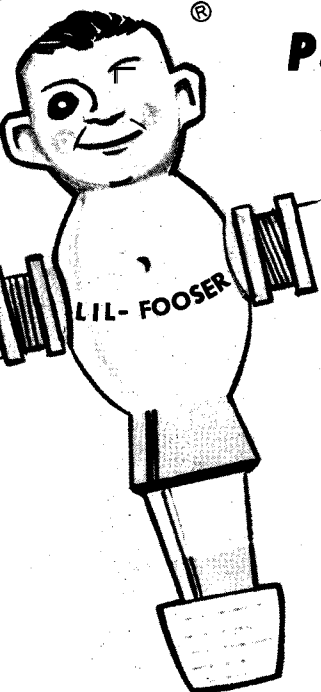
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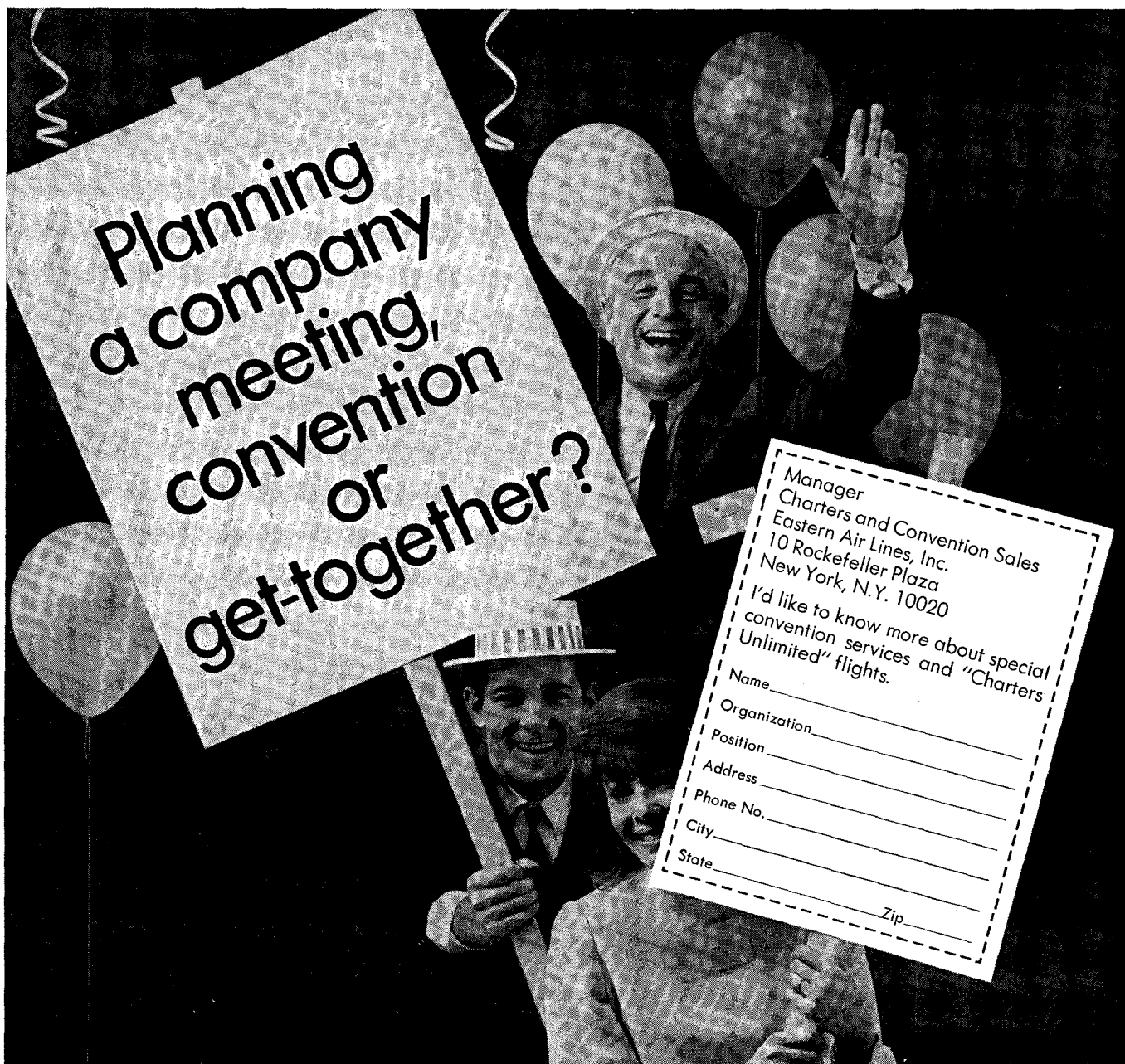
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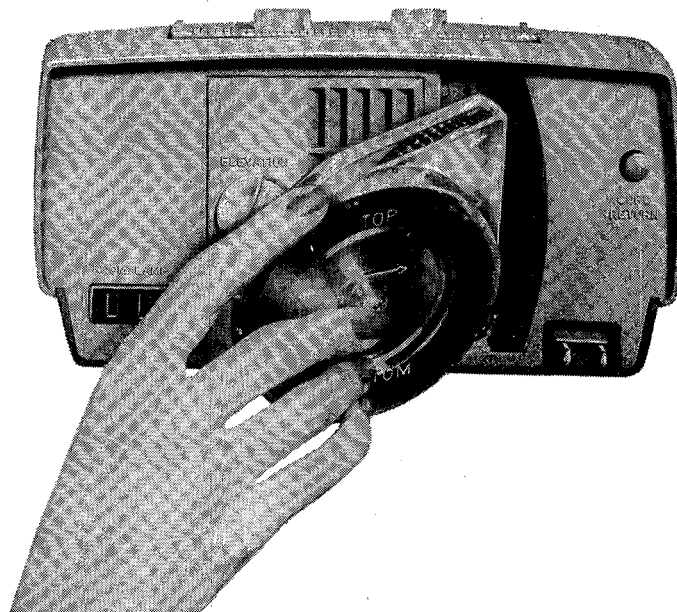
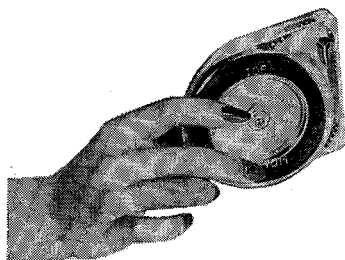


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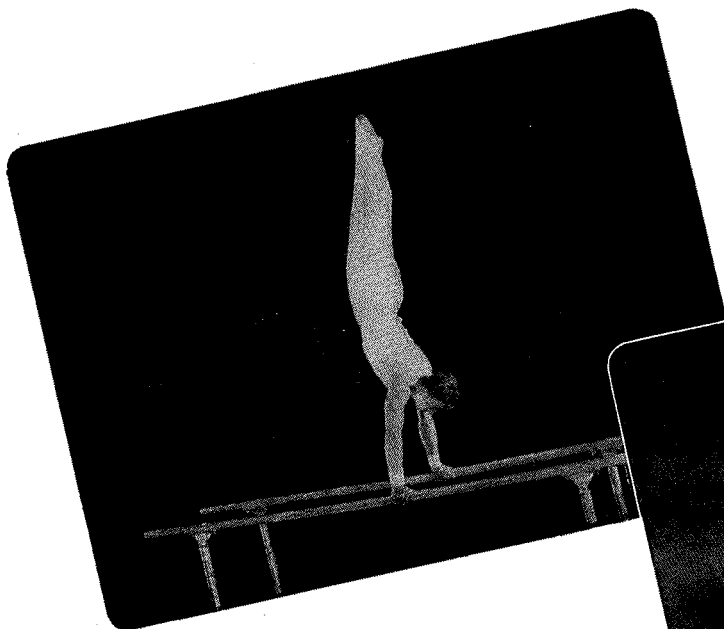
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SAN JERONIMO HILTON, San Juan's newest resort hotel, on the tip of a peninsula. Festive nightclubs and restaurants. Two swimming pools.

DORADO HILTON, Puerto Rico. 256-acre beach-front estate with 18-hole championship golf course, swimming pool and tennis.

MAYAGUEZ HILTON, Mayaguez, Puerto Rico. In the new West Coast tourist area. Swimming pool, tennis, 18-hole putting green.

VIRGIN ISLE HILTON, St. Thomas, V. I. Hillside paradise viewing the island and sea. Swimming pool, tennis courts, duty-free shops.

JAMAICA HILTON, Ocho Rios. On Jamaica's beautiful North Shore. Swimming pool, tennis courts, superb beach, pitch and putt golf, complete social program.

TRINIDAD HILTON, Port-of-Spain. The famous upside-down hotel, overlooking the sea and the city. Where calypso and steel bands were born.

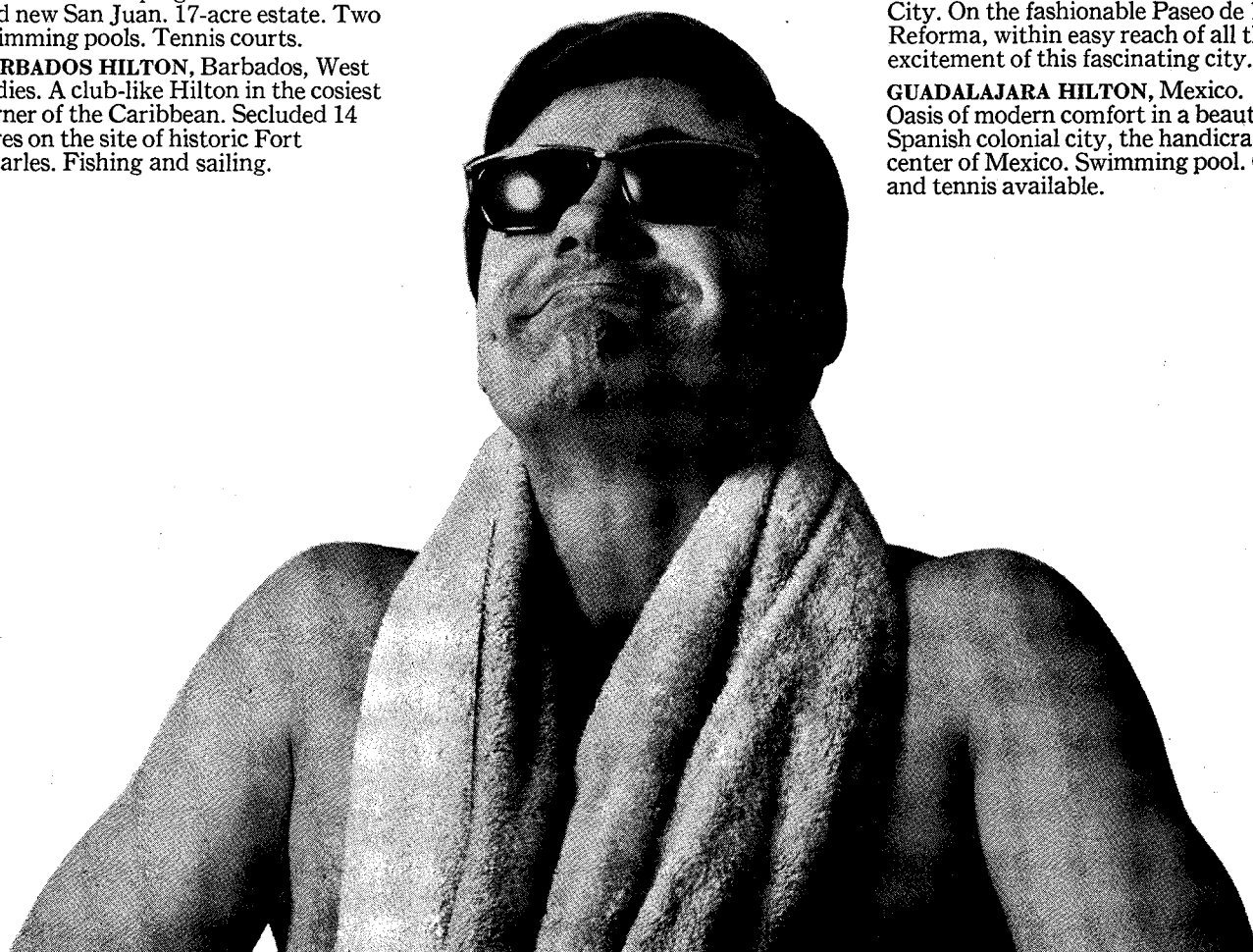
CURACAO HILTON, Curacao. On the beach overlooking Piscadera Bay. 18th-century Fort Piscadera right on the grounds. Casino, swimming pool, tennis courts, fishing, duty-free shopping.

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Mr. Cliff Larson
Recreation Advisory Service, Hilton International Co.
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- ☐ CONTINENTAL HILTON, MEXICO CITY
- ☐ GUADALAJARA HILTON, MEXICO
- ☐ CARIBE HILTON, SAN JUAN

- ☐ BARBADOS HILTON
- ☐ TRINIDAD HILTON
- ☐ CURACAO HILTON
- ☐ JAMAICA HILTON
- ☐ ACAPULCO HILTON
- ☐ CARACAS HILTON

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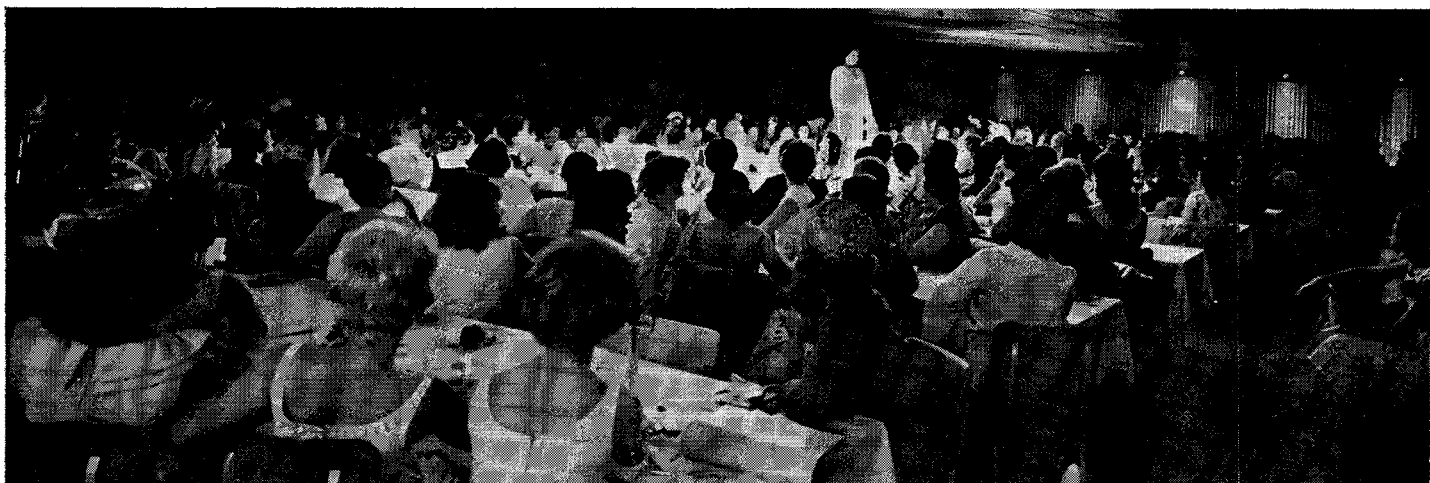
For reservations call your travel agent, any Hilton hotel or Hilton Reservation Service.

THE TELETYPE CLUB . . .

**Three Decades of Diligence to
the Cause of Employee Recreation**



Employees frantically engage in a shoe hunt during the annual Teletype Club picnic, which drew 4,800 people last year.



(Top photo) The Teletype Club, like so many other employee activity programs throughout the country, has discovered that group travel is the economical and fun way to take a vacation. George Kalmus, execu-

tive secretary of the Club, reports employee interest in this activity continues to soar. (Bottom photo) The Fashion Show Luncheon gives the gals an opportunity to dress up and have an outing all their own.

During the late 1930's, a small group of employees from the Teletype Corp., Skokie, Ill., decided to organize a Company Club. They were people who had foresight to realize the need for after-hours recreation and education.

The first year of the Club's existence, 1937, saw a yield of 778 members and nine directors. A good foundation on which to build.

Today, the organization is 5,788 strong. Five executive officers are responsible for managing the Club's business. Working with them are fifteen directors who supervise the affairs of the Club, decide policies and procedures and refer important matters to the Club Board for consideration. Each director has two or three specific activities to cover. Approximately 105 appointed representatives assist in furthering Club activities within their assigned departments.

Membership is divided into three classes. Active members are employees who have been with the Company continuously for a year or more; associate membership consists of all employees with less than a year's service; honorary members are retired and pensioned Teletype employees or those elected by the Board of Directors. Associate and honorary members enjoy the same privileges that other employees do, but cannot vote or hold office.



A member of the lapidary club explains his hobby to a couple of young aspirants during a rock and mineral exhibition. This is one of 20 diverse organizations sponsored by the Teletype Club.

Something For Everyone

Certainly no organization of this size expects every member to be personally involved, but the number of people who do participate is surprisingly large. Last year alone, more than 1,800 employees belonged to the 20 associated clubs and the various men's and women's leagues. Count the many people who attended the fashion show, competed in tournaments, toured Chicago's Chinatown, danced at the Coronation Ball, traveled to Hawaii and Expo 67, or joined in any of the other activities and you will find there were more than 18,000 participants in all. Even at that, this figure does not include employees who contributed to the Crusade of Mercy, who gave to Operation Santa Claus or those who signed up for the Blood Bank. For all these too come under the heading of Teletype Club functions.

What happens when employees and their families share social activities together? Everyone has a wonderful time of course. Just imagine, 4,200 children and adults saw Santa at the annual Christmas party and 4,800 people frolicked at the Club picnic.

Education has always been a vital part of the organization. Last year 450 employees signed up for evening school classes. Twenty hobby and job-related subjects were offered in both the spring and fall semesters. And for the first time in Club history, a high school equivalency course was introduced.

Pretty girls attract attention so it's not surprising that the event generating the most excitement among employees is the Club's Hi-Telepal contest. The first Hi-Telepal queen was crowned back in 1949. Since then 18 young ladies have followed in her footsteps.

Charitable Work High On List

Voluntary and charitable services are considered an important segment of the Club. Every year at Christmastime, about 2,700 gifts are sent to homes for underprivileged children and orphans. During World War II, employees donated cigarettes for the "Smokes for Yanks" campaign and received several citations for their outstanding contributions. In 1967 they gave to a similar cause for servicemen in Vietnam—Operation Shop Early.

Many associated clubs and leagues that began in 1937 continue year after year. Basketball, bowling, softball, horseshoes, golf and tennis were popular then as they are now. But as times changed so did the needs of the Club members. Some clubs, such as swimming, checkers and horseback riding, for instance, lacked participation and were cancelled. Later, new clubs that offered a mutual interest in pinochle, skiing, and coin collecting started to take shape. Some clubs that sprang up during the 30's had only a handful of members but managed to survive the changes. Now the camera club has 130 "shutterbugs," the radio club has 35 "hams" and the gun club has 300 "shooters."

Little did those few founders realize how big the Teletype Club would grow. Patience combined with dedication, diligence and capable guidance has helped this development through the years. It has always been the Club's policy to promote a wide range of activities that appeal to the majority. Throughout the years, the tremendous employee response has borne out this policy ■ ■

(Reprinted from "The Teletype News")

How To Increase Employee Participation In Your Recreation Program

by ROY E. ELLINGTON

Recreation Counselor

Kaiser Aluminum & Chemical Corp.

I — How do you obtain greater participation, especially from management?

a) Experience has proven over the years that individuals only participate in organized recreation programs to the extent of **personal interest** the individual has in a given program or activity. This is true of management personnel and their families as well as the individuals in the hourly group. It is also true that individuals participate more readily in activities in which one is competent in performing well enough to enjoy. In my own experience in developing, organizing and conducting employee recreation activities and programs, no differentiation has ever been made between any employee group.

b) Clear defining of program offerings, continual publicity and promotion of total program with emphasis on segments of the over-all program which may be lagging, or is to be started, is basic in assuring a knowledgeable participation potential. Every media of publicity available should be utilized. In-plant publications, local newspapers, bulletin boards, specialized mailing lists to specific and kindred interest groups, and personal contacts are all essential. Of all the media of publicity and promotion, the personal contact is the most important.

c) Every person with a leadership responsibility in an industrial program, be it paid employee or the volunteer, must continually look upon his particular area of endeavor as a product to be sold.

All of us are familiar with the principles of good salesmanship. We must have a worthy product to sell. It

must be what the individual wants, or thinks he wants. The product must be brought to one's attention repeatedly until it becomes a part of the individual's subconscious response. Most important, it is easier to sell "face to face" than by other means.

A diversified program with good promotion and publicity, follow-up on scheduling and conduction, and adequate enthusiastic leadership for the personal rapport that has to be established between leader and participant will give participation whether it be with our hourly employees or our management personnel.

II — What techniques do you use to keep your program fresh and stimulating?

Nothing stimulates and revitalizes program offerings like new faces, a change of personalities in leadership and among the participants, new ideas of conducting programs or specific activities. If nothing is done to continually bring new participants into an activity, it usually dies out after a period of time. As a general rule, interest spans vary from person to person. Our most proven method of "feeding" new interests and ideas in a given activity is "learn how" sessions for beginners.

A softball league, particularly for

Mr. Ellington was the recipient of NIRA's 1967 Helms Award as the nation's outstanding industrial recreation administrator.



women, will not hold year after year participation unless the teenagers have an opportunity to learn to play well enough to compete after becoming adults. Pewee Baseball clinics and leagues feed new interests into Little League age groups. Archery thrives on classes for the beginners and novices.

Promote Your Activities

A person seldom becomes an ardent craftsman unless taught at least one specific craft which will expose him to the craft workshop and other areas of handicrafts. Social and square dance classes keep these social activities alive and active. Teaching minor court games to the children in day camp or playground programs brings the youngsters back into the areas for free play. And, this in turn brings parents who must also become knowledgeable of the game so that they may take part with their children.

All told, teaching individuals to play well enough to enjoy a degree of competence is one of the best methods to keep interest at a high level in any activity.

Another technique used to maintain participation is to recognize the role the individual and/or group plays in the activity. Awards, a letter, a personal compliment or conversation by recreation personnel or the volunteer leader, plant publications reporting names and accomplishments of individuals, teams or groups, surveys for new or latent desires of potential participants, all tend to give a sense of accomplishment and create a desire by individuals to get others involved.

Show Off Your Clubs

Another excellent technique is public display of group or club activities. A good example is the use of exhibitions and booths at the annual company picnic or outing. A display of coins with an explanation by an experienced numismatist may recruit a new coin club member. An archery exhibition may give someone the incentive to become a part of the archery program. Especially if the performing individual is known personally by the neophyte archer. A ham radio club booth, operating for all to see and hear, stimulates interest. A craft exhibit with the multitudes of different projects made by a craft group throughout the year develops

new recruits. A model airplane show, an exhibition launching by the teenage rocket club, softball and children's ball games by those who are regular program participants, and contests in such games as shuffleboard, horseshoes, barnyard golf, etc., all have carry-over value for scheduled participation.

Four basic techniques are our standards.

Continual recruitment of new participants and volunteer leaders.

Teaching of new recreation skills.

Recognition of individual participants and groups in programmed activities.

Exposure of possible and actual program activities to as many people as possible.

III — What comprises a successful industrial recreation director in the eyes of the company, employee and fellow directors?

He is considered successful by the company:

WHEN over-all participation increases year-by-year, season-by-season, activity-by-activity in the beginning years of a new program.

WHEN management over a continuing period of years, regardless of the vicissitudes of industrial economic patterns, continues to give the recreation director and the program both moral and physical support.

WHEN the industrial recreation director is continually carried on the organizational chart as such with merit reviews and appraisals affording compensation commensurate with the responsibility.

He is considered successful by the employee:

WHEN a minimum of criticism is projected by the participants regarding:

- Scheduling of programs and activities.
- Diversification of activities.
- Alleged favoritism of individuals or groups.
- Cheapness of equipment or program expenditures.
- General servicing of the needs and demands of the majority of the potential participants.

WHEN employees and members of their families accept the program as a part of their everyday life, not as a so-called "extra" that is available on a "take-it or leave it" basis.

He is considered successful in the eyes of his fellow recreators:

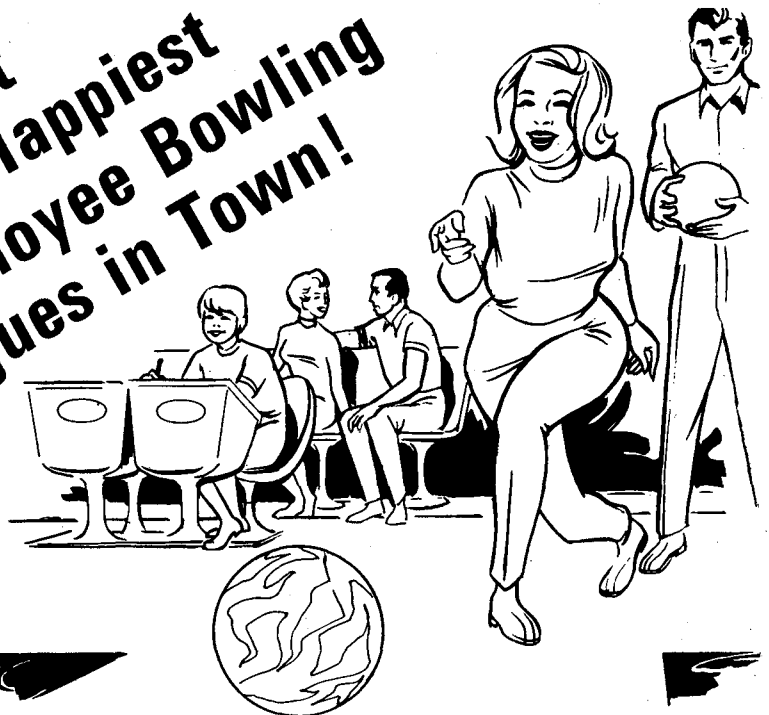
WHEN he has an active program, not a paper program.

WHEN he is known to be dedicated to his work, his field of endeavor, and to the professional advancement of recreation leadership. This fostered by his effort in servicing his own program totally: by his enthusiasm and encouragement with, and among, his fellow recreators in advancement of program ideas and procedures; and by his active participation in profes-

sional organizations devoted to the perfection of the field of recreation leadership.

WHEN after a considerable tenure of years as an industrial recreation director, he has not lost the personal motivation that is the most important asset in overcoming the often adverse aspects of the still comparatively unknown and sometimes misunderstood area of professional recreation management. ■■

Meet the Happiest Employee Bowling Leagues in Town!



Toppling tenpins will take on extra fun once the chores of keeping league records are in the hands of American Bowling Computer Service Inc. (ABCSI). Thanks to men experienced in bowling (and an IBM Computer), the tedious job of the league secretary can be minimized. And all for just pennies per bowler per week.

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League Standing Sheets showing indi-

vidual and team standings, high games and series.

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(Mail Coupon Today! — NIRA Approved Service)

Yes!
I would like more information on ABCSI. No obligation, of course.



NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____ PHONE _____

American Bowling Computer Service, Inc.

State Rd. 231 North, Crawfordsville, Indiana. Phone AC (317) 362-5827

A Code of Operation for the Company Recreation Administrator

by FRANK W. BARNES
Manager of Employee Activities
Xerox Corporation



In 1965, Mr. Barnes assumed the newly-created post of Manager of Employee Activities at Xerox. In two years, he molded their activity program into the Class C winner of NIRA's Helms Award.

The time has passed when industries are inaugurating employee activity programs solely because of their overt paternalistic attitudes toward the employee. Many industries now feel it is simply "good business" to endorse and support employee recreation programs. However, more and more, management is looking to the recreation or employee activity manager for information, statistics, and the like to substantiate the ever increasing costs of their programs and facilities, just as they would any other personnel function. If our recreation programs are to survive and grow we must justify our existence in a business-like manner.

How can we do this? What courses are open? To whom can we look for guidance and assistance? Where is there currently data which can be utilized in support of employee programs? These are the questions which I would pose to all industrial recreators. Nothing would please me more than to be drowned in a deluge from fellow professionals of answers to these questions. In the meantime, I would like to suggest a "code of operation" for our field.

1. Let us substantiate our existence with concrete evidence presented in a business-like manner so that we no longer rely on such qualitative phrases as "the programs are 'good' for morale", or "keep our people happy".

2. Furthermore, I would suggest we initiate or institute relationship studies at the corporate level in the following areas: (a) morale, (b) physical and mental health, (c) absenteeism, (d) job performance, (e) medical and health premiums, and (f) attracting and retaining valuable personnel, as they relate to employee recreation programs. For example, at least one industry has inaugurated such a study with an in-depth program of physical fitness. Records pertaining to total length of exercise (time), respiration, pulse rate, jogging distance, and number of sets of prescribed exercises including interval training, are recorded daily. A new testing device to check the physical condition of the control group versus non-control has been established. Relationship studies will follow ascertaining whether this designed program will prevent heart attacks (or will keep alive those who may have already had or are about to have heart

attacks).

These studies should also indicate whether or not insurance premiums could be decreased as a result of this program and furthermore whether absenteeism could also be reduced. This ambitious program will cover a minimum of five years with some early results anticipated by the latter part of 1968.

3. Accumulate information and knowledge in the areas of legal liability, Workmen's Compensation, tax advantages for industries providing land and money for employee programs and tax abatement incentives.

4. The National Headquarters should be geared up in order that they may be able to obtain, assimilate, organize, and then distribute this pertinent information to all fellow professional recreators, industry, and the like who are in need of such valuable information. This most likely would mean an increase in the size of the National Headquarter's staff.

5. Establish employee recreation departments at the same level as other departments, working as an integral part of the personnel team with the medical, labor and industrial relations, and safety departments. By this it is meant, the same salary, chain of command, prestige, and other benefits which these other department heads presently enjoy. (Precedent has already been set at some of the more progressive industries.)

6. Emphasize and employ professionally-trained employee activity personnel from recognized colleges and universities having recreation curricula. Establish position questionnaires so that only well-qualified professional recreators will have the opportunity of directing an industrial recreation program.

7. Keep open our channels of communications with all of our professional organizations in addition to keeping abreast with the trends in other industries.

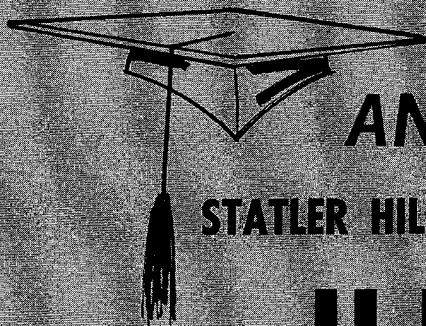
8. Promote and develop recreation programs of excellence, by establishing nationally accepted standards.

9. Strive to elevate our existing awards and citations program to the prestigious positions that they rightfully deserve.

The challenge has now been offered, the future of industrial recreation now rests in the way that we handle this challenge! ■ ■



INSTITUTE OF RECREATION ADVANCEMENT AND DEVELOPMENT



STATLER HILTON HOTEL • DETROIT, MICHIGAN

JUNE 15-18 1968

**TO: Industrial Recreation Directors
Personnel Managers
Employee Services Managers**

**SUBJECT: 27th NIRA Conference and Exhibit
June 15-18, 1968 — Statler Hilton Hotel
Detroit, Michigan**

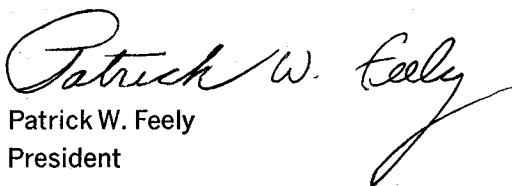
On behalf of the National Industrial Recreation Association, I want to officially invite you to attend the only National Industrial Recreation Conference and Exhibit of the year.

Over 500 industrial, municipal, military and private agency recreation directors from throughout the nation will be present.

Membership in NIRA is not necessary to participate in the year's finest Industrial Recreation Conference.

Please look over this program outline and send in your advance registration today.

Sincerely,


Patrick W. Feely
President

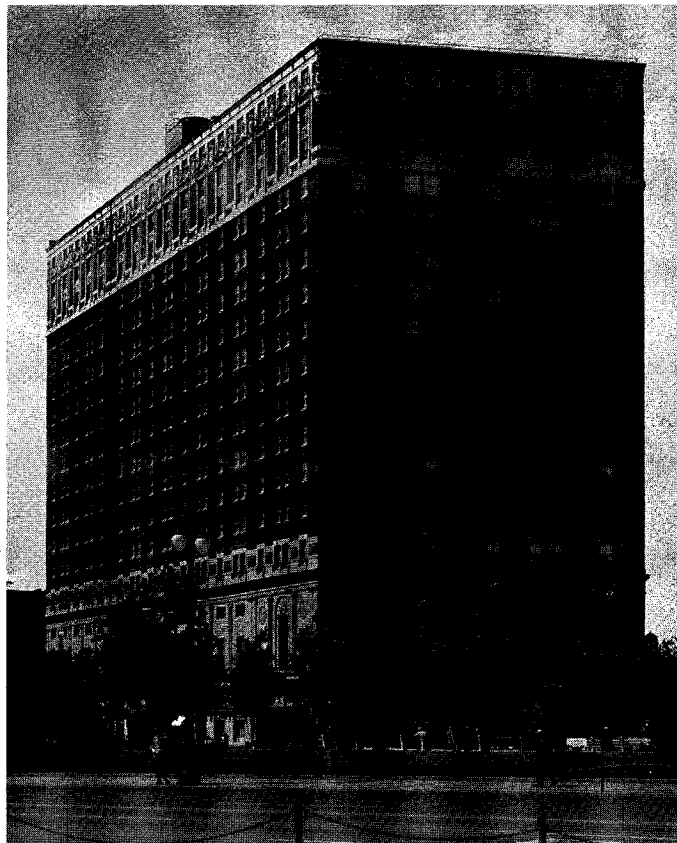
P.S. This four day Institute with 30 "How To" Sessions taught by 102 experts, will be the best refresher course ever offered in Industrial Recreation.

NATIONAL INDUSTRIAL RECREATION ASSOCIATION

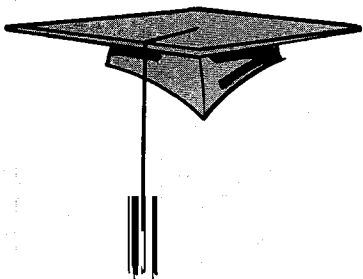
20 North Wacker Drive, Chicago, Illinois 60606
Area Code 312 ANDover 3-6696

See You At

THE *Statler*  *Hilton*
DETROIT



**Your 27th National
Conference Headquarters
June 15-18, 1968**



27th NATIONAL CONFERENCE AND EXHIBIT of the NATIONAL INDUSTRIAL RECREATION ASSOCIATION

SATURDAY, JUNE 15

FRIDAY, JUNE 14

Board of Directors

Exhibitors Check In

**Special NIRA Committee Meetings
Set Exhibits**

8:30 a.m. — 5:00 p.m. Registration

9:00 a.m. — 10:00 p.m. Exhibits

10:00 a.m. Opening General Session

Welcome — Fred Canaday —

Conference Chairman

Keynoter Dr. John Conyers, Jr. -

Congressman — First District,
Michigan

11:00 a.m. — 12:00 Exhibits

Noon

Welcome Luncheon

Host — Automatic Retailers
of America

Chairman — Patrick Feeley,

NIRA President

DOFASCO Male Chorus,

Hamilton, Ont., Canada

Keynoter — Astronaut,

Capt. James Lovell,

President's Council on Physical
Fitness & Sports



Lovell

2:00 p.m. — 2:30 p.m. Exhibits

2:30 p.m. — 5:50 p.m. Employee Travel Panels

Air — Bus — Rail — Ship

Travel Agent — Mystery Trips

Hotels — Motels — Resorts

Domestic Programs — Overseas

Caribbean — Mexico — Hawaii

6:00 p.m. Exhibit Hall Closes

8:30 p.m. Welcome Reception

Sponsor — NIRA Travel Council &
Eastman Kodak Co.

Music — Michigan Bell Band



Conyers



Canaday



Feeley

WIVES PROGRAM

8:30 a.m. Registration

9:00 a.m. Get Acquainted Breakfast

10:00 a.m. Opening General Session
Dr. John Conyers, Jr.

Noon

Welcome Luncheon

DOFASCO Chorus

Capt. James Lovell

2:00 p.m. Open Exhibits (Shopping)

8:30 p.m. Welcome Reception & Dance
Michigan Bell Band



Michigan Bell
Telephone Co.
Band

SUNDAY, JUNE 16

9:00 a.m. Registration

9:00 a.m. Exhibits

10:00 a.m. Outdoor Sports Panels

Golf—Softball—Baseball—Tennis—

Archery—Horseshoes—Trap—

Skeet—Hockey—Curling—

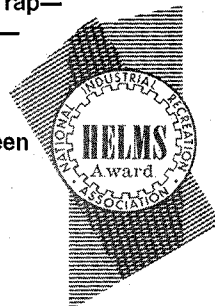
Skating

Noon Awards Luncheon

Host — Automatic Canteen

2:30 p.m. Exhibits

3:15 p.m. GMC Tech Center Tour &
Reception



GMC Tech Center

8:00 p.m. General Session—This is NIRA
Chairman — Larry Deal

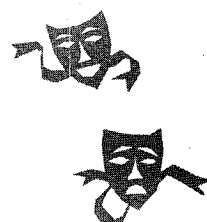
WIVES PROGRAM

Morning Church of Your Choice
Exhibits

Noon Awards Luncheon

Afternoon GMC Tech Center Tour &
Reception

8:30 p.m. Art & Drama & Music Panels



JUNE 15-18, 1968

Statler Hilton Hotel • Detroit



MONDAY, JUNE 17

- 8:00 a.m. Certified Industrial Recreation
Administrators Breakfast
Keynoter — Dr. R. C. Havel
- 8:30 a.m. Registration
- 8:30 a.m. Exhibits
- 9:30 a.m. Indoor Sports Panels
Bowling—Basketball—Volleyball—
Badminton—Billiards—Table
Tennis—Gymnastics—Fitness
- Noon NIRA Eight Regional Luncheons
- 2:00 p.m. Exhibits
- 3:30 p.m. Family Clubs Panels
Camping—Boating—Fishing—
Picnics—Christmas Parties—
Hobbies
- 5:00 p.m. Exhibits



- 7:30 p.m. Ski Clubs — U.S. Ski Assn.
Dr. Robert Beattie — U.S. Olympic
Coach
Tom Joynt — U.S. Ski Assn.

WIVES PROGRAM

- 10:00 a.m. Breakfast & Fashion Show
National Bank of Detroit
- Noon — 3:00 p.m. Luncheon — Detroit Edison
Boat Club
- 7:30 p.m. Ski Club Program



TUESDAY, JUNE 18

- 8:30 a.m. Registration & Exhibits
- 9:00 a.m. Family Clubs
Cards—Dance—Retiree—
Amateur Radio
- Noon Luncheon
Keynoter —
Dr. Richard C. Bates
(GMC)
"How To Live 100 Years Happily"
- 3:00 p.m. NIRA Annual Meeting
Election of Officers

Bates

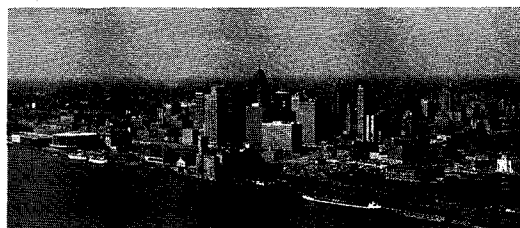


Sounds of the Eras Revue

- 7:00 p.m. All Industry Reception & Banquet
- 9:00 p.m. Dance & Floor Show "Sounds of
the Eras"

WIVES PROGRAM

- 9:00 a.m. City Bus Tour
- Noon GMC Luncheon
- Afternoon Open
- 7:00 p.m. — 11:00 p.m. Reception — Banquet
Dance & Floor Show



Detroit Skyline

27th ANNUAL EXHIBIT

One of the main features of the NIRA Conference is the annual Exhibit of products and services for industrial programs. Here's the first 50 firms that have booked space:

SPORTING GOODS

Adirondacks Bats, Inc.
August Industries
Converse Rubber Co.
Daisy/Heddon Co.
J. deBeer & Son
Hillerich & Bradsby Co.
MacGregor Co.
Northwestern Golf Co.
Rawlings Sporting Goods
A. G. Spalding Co.
Wilson Sporting Goods
Wittek Golf Range Supply

EMBLEMS & APPAREL

A-B Emblem Co.
John C. Caulkins, Ltd.
King Louie International

FACILITIES & EQUIPMENT

California Products Co.
Fischer Mfg. Co.
Game Time, Inc.
Marcy Gym Equipment
Miracle Equipment
North American Recreation Convertibles
Wenger Corp.
Winchester Franchise Operations

SERVICE ORGANIZATIONS

American Bowling Congress
Athletic Institute
Boy Scouts of America
National Industrial Recreation Association
NIRA—St. Louis 1969
National Rifle Association
New York Convention & Visitors Bureau

TRAVEL SERVICES

Air France
Beach Club Hotel
Diners Club
Simmons Group Journeys, Inc.
Trans World Airlines
World Airways

TROPHIES, GAMES & TOYS

Newbury Guild
Irving Pukel
Saunders Mfg. & Novelty Co.
Toys for Industry
WFFN Proof Publishers

VENDING SERVICES

Automatic Retailers of America
Canteen Corp.
Coca-Cola Co.

MISCELLANEOUS

Cosom, Corporation
Cru-Cut Smith Mfg. Co.
Films, Inc.
Form, Inc.
Gold Leaf Corporation
Vinyl Plastics

REGISTRATION IN ADVANCE

NIRA Members — \$50.00

Non-Members — \$65.00

Wives — \$25.00

(Includes four luncheons, three receptions, GMC Tech Center tour, textbook and banquet).

Send name, company, address with check to NIRA—20 No. Wacker Drive, Chicago, Illinois—60606

Make room reservations direct.

Statler Hilton Hotel—Detroit, Michigan—NIRA Conference.

Single—\$8.00 to \$15.50. Doubles—\$14.50 to \$17.25. Twins—\$17.00 to \$25.00. Free Parking.

Book a Saturn R&R* jet charter

Your charter group is assured **rest* and *relaxation* aboard a Saturn jet flight! If you're making travel plans for Europe, or Hawaii, the Caribbean, Africa, or most anywhere...we want to talk to you. Saturn will fly your group on new Douglas Super Sixty Series "stretched jets" (the world's largest jets!) with seats for 180 to 250 passengers. ☐ Saturn is booking 1968-69 transatlantic and Hawaiian charter flights now! And if your group can travel during such periods as September, October, and November, there are seasonally lower rates that will help you put together an even more attractive travel package. ☐ Whatever your travel plans, be sure you have our new booklet, "Planning Your Group Charter Flight." This booklet will give you information on charter regulations, some helpful hints on planning a group charter, and facts on Saturn Airways. For your free copy simply complete and mail the coupon or call the Saturn office nearest you.

Please send me your free booklet,
"Planning Your Group Charter Flight."

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TITLE.....

ASSOCIATION.....

ADDRESS.....

CITY & STATE.....ZIP.....

Mail to: **Saturn Airways,**
P. O. Box 2426, Oakland International
Airport, Oakland, California 94614



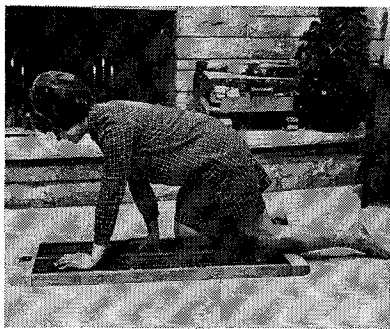
 **SATURN**
AIRWAYS →

NEW YORK: 516 5th Ave., (212) 661-6996 • CHICAGO: 6 No. Michigan Ave., (312) 263-0663 • ATLANTA: WX-6996 • CLEVELAND: EN 7235
• DETROIT: EN 7235 • LOS ANGELES: ZE 9-7005 • SEATTLE: ZE 8866 • LONDON: 18/20 Regent Street, 839-6779 • FRANKFURT: AM Haupt-
bahnhof 16, 23-83-74 • OAKLAND: International Airport, Oakland, Calif. (415) 635-4200 • A U.S. Certificated Supplemental Air Carrier.

NEW PRODUCTS FOR YOUR RECREATION PROGRAM

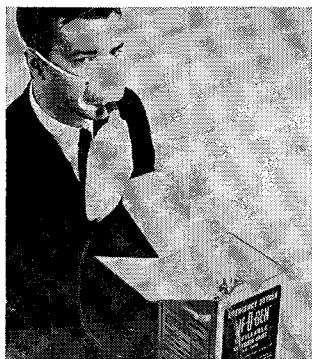
For further information on the products described below, write Recreation Management, 20 N. Wacker Dr., Chicago, Ill. Refer to the products by number.

EXERCISER-COORDINATOR



The Exer-Cor, by Flick-Reedy Corp., combines cross patterned creeping with exercise for improving physical coordination. Reports show that creeping improves coordination, has helped improve athletic and reading skills. Exer-Cor is constructed on an extruded aluminum rail frame, has a sturdy Masonite baseboard, measures 48 by 18 inches, and weighs less than 20 lbs. Will accommodate a person weighing up to 300 lbs.

Write for information on No. 1.



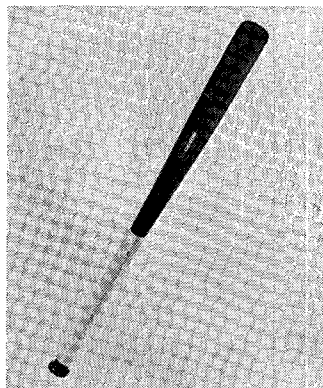
EMERGENCY OXYGEN UNIT

Lif-O-Gen, Inc. has introduced a portable unit containing 220 liters (over 58 gallons) of USP oxygen for emergency use. It provides a 35-minute supply of the life-giving gas at a uniform flow rate of 6 liters per minute. Included with the unit are a pressure indicator, which warns when contents are low, and a face mask which is factory-connected with a 5-foot tube to the oxygen supply. No adjustments, one turn of the control knob releases the oxygen supply.

Write for information on No. 2.

GUARANTEED PLASTIC BAT

An all-plastic playground bat that is guaranteed unbreakable and can be used with an official softball has been developed by Cosom Corp. The plastic bat is of regulation size and

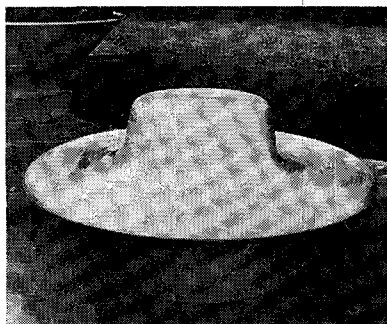


weight and is available in 30 and 32-inch lengths. It is unconditionally guaranteed against breakage and defects in material or workmanship under normal use.

Write for information on No. 3.

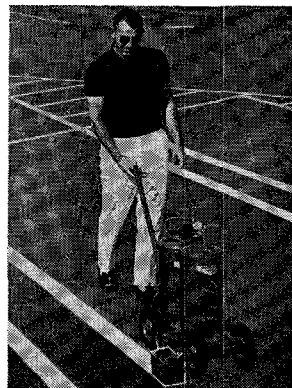
ROUND PARK BENCH

The kids will think a flying saucer has landed in the park and the adults will appreciate the comfortable contours of this round park bench from Game-Time, Inc. The unit is of one-



piece design, formed of thick, rust-resistant aluminum which never needs painting. The heavy-duty bench is designed to bolt to concrete footings through welded brackets inside the base.

Write for information on No. 4.

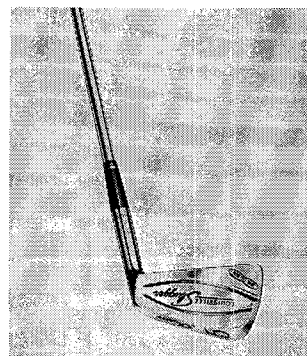


SPRAY-TYPE FIELD MARKER

The marking of athletic fields, parking lots, and factory aisles is simplified with this compact, inexpensive spray-type striper from Trusco Manufacturing Co. It does a professional job on straight or curved lines, with sharp, clean edges, and paint is applied evenly the full width of the stripe. Simple one-man operation, even for an inexperienced operator. Heavy duty 3½-gallon pressure tank holds sufficient paint to stripe 1,200 linear feet of line with one loading.

Write for information on No. 5.

LOUISVILLE SLUGGER GOLF LINE



Craftsmanship, precise design, and functional beauty combine to make this new Louisville Slugger iron, by Hillerich & Bradsby Co., worthy of the famous name in sports it bears. The head is Levelume-plated with oval back, fashioned to place the weight directly behind the ball for more accuracy and greater distance. Shaft is Dual-Action standard flex

chrome. The grip is embossed red leather with black spiral and gold stitching and has the famous Rib-Guide feature.

Write for information on No. 6.



SPACE-AGE HOOP GAME

Ideal for company picnics and Christmas gifts is the Orbit Wheel, an action hoop and guidance system introduced by Electro-Mech Industries, Inc. The hoop can be controlled from a standstill, spun in place, braked, and have its direction reversed. Further information and rules for group competitions and games are available upon request.

Write for information on No. 7



SEA SCOOTER

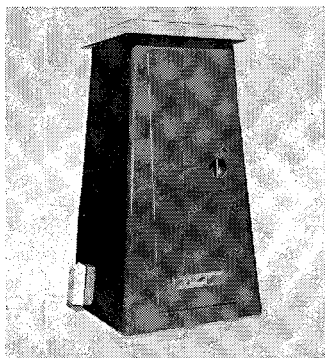
A popular-priced 7-foot sport boat featuring a fibre glass hull and 6 h.p. inboard motor is being market by Sea Scooter Inc. The craft cannot capsize or sink and is capable of speeds up to 25 mph. It weighs only 135-lbs., yet can carry two persons. Each boat is equipped with an automatic bilge pump and carries a 4½-hour fuel supply.

Write for information on No. 8.

PUBLIC SANITATION SYSTEM

An electrically-operated, recirculating flush toilet housed in a portable, lightweight fiberglass structure, has

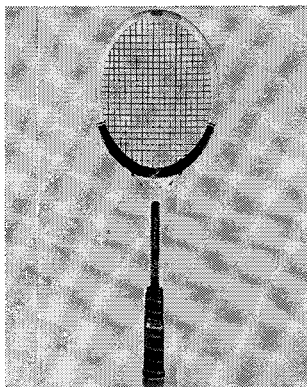
been introduced by Monogram Industries, Inc. The unit operates on a self-contained 12-volt battery or a con-



verter which uses power from conventional 110-volt AC. Chemical is dispensed automatically which sanitizes, deodorizes, and reduces bacterial count to a minimum. Electrical and mechanical parts are housed in a locked module to prevent vandalism.

Write for information on No. 9.

STEEL-GLASS-WOOD RACKET

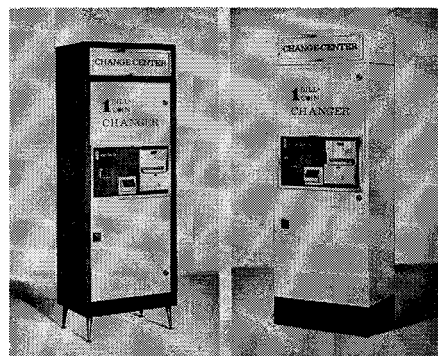


An all-new tennis racket combining the playing qualities of wood, the flexibility of fiberglass, and the strength of steel has been announced by the Bancroft Sporting Goods Co. The company emphasizes that, since fiberglass has no fatigue factor, the racket will always hold its shape no matter how many thousands of times it is brought into play. Equipped with waterproof gut, calfskin grip, and a special racket cover.

Write for information on No. 10.

AUTOMATIC CHANGE MAKERS

Two stylish new combination \$1 bill and coin changers, with free-standing floor console cabinets, and featuring instant operation, 60-second magazine re-loading, and moderate price tags, are now available from

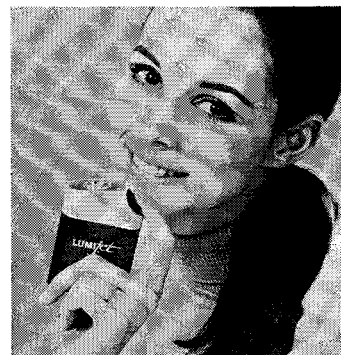


Standard Change-Maker, Inc. Each can be installed as a free-standing unit or as part of a bank of machines through the use of special cap kits and base covers. Both changers hold up to \$550 in change and have an electro-mechanical method of validating bills and dispensing the change in less than five seconds.

Write for information on No. 11.

LONG-LIFE SEALED FLASHLIGHT

The Lumijet sealed flashlight guarantees its users 1½-years of high-intensity light with no batteries to replace and no recharging. About the size and shape of a regular-size pack of cigarettes, Lumijet produces



a light intensity said to be three times as powerful as ordinary flashlights of similar size. Distributed by Baudinet International Corp. of America, Lumijet makes a fine prize or giveaway at company and club functions.

Write for information on No. 12.

POOL AND LOCKER ROOM MATS

This colorful, long wearing matting by Crown Rubber Company is both sun and water resistant. A dense polypropylene turf catches water and stops trackage away from the pool. The solid vinyl backing adheres tightly to hard surfaces without slipping or skidding and will not rot,

continued on next page

SPECIAL DISCOUNTS

World's Largest Manufacturer & Distributor
Offers a Complete Line of Equipment & Supplies for

DRIVING RANGES
MINIATURE COURSES
PAR-3 COURSES
REGULATION COURSES

Also available, a wide range of name brands and models of clubs, balls, bags and accessories. All types of netting for golf practice.

WRITE FOR 1968 CATALOG

WITTEK

GOLF RANGE SUPPLY CO., INC.

WE SPECIALIZE IN
PERSONALIZED GOLF BALLS

3650 AVONDALE
CHICAGO, ILL. 60618

**Employees
who play together
stay together.**

Try us as a first resort!

el San Juan hotel
ON THE FINEST BEACH IN PUERTO RICO

EL CONQUISTADOR
Hotel and Club

Las Croabas

Puerto Rico

Whether your company employee group is big or small, you'll find the finest facilities in the Caribbean at both of these superb resort hotels. **El San Juan Hotel** is on the finest beach in Puerto Rico, just ten minutes from Old San Juan. Each of its 400 rooms is spacious, air conditioned and has a private patio. There's a special 8 day-7 night gourmet holiday plan that includes full breakfast and complete dinner at all five of this hotel's famed restaurants.

El Conquistador Hotel and Club is nestled high in the hills of Las Croabas, on the East coast of Puerto Rico. Here you will find superb accommodations, a magnificent beach, and an 18 hole Championship Golf Course—the most challenging in the Caribbean!

Both hotels have foolproof sunshine, golf, tennis, swimming pools and all water sports; superb restaurants, cocktail lounges and night clubs.

For a memorable group vacation, there's nothing like togetherness at these two great resort hotels.

For further information and full color brochures, write or call either hotel at 850 Third Avenue, New York, N.Y., MUrray Hill 8-8815

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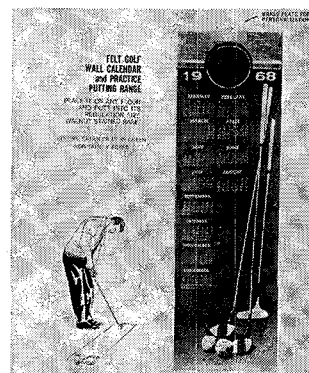
Dave Wade, Group & Convention Sales Manager

NEW PRODUCTS *continued*



crumble or crack. Sweeping or hosing off the matting cleans it quickly. Also ideal for locker rooms and lounging areas around the pool.

Write for information on No. 13.



MINIATURE PUTTING RANGE

A uniquely designed felt golf wall calendar that doubles as a handy practice putting range for those "bogey" 3-foot putts has been presented by Ever-Lite Co. Handsomely silk-screened in three colors, this green or moss green felt full-year calendar depicts a golf scene and features a walnut-stained wooden base with a regulation hole for putting practice. The golf calendar also boasts a brass plate for individual personalization.

Write for information on No. 14.

PRE-CUT CEDAR REC BUILDINGS

A series of six new pre-cut buildings designed for park, recreation, civic, and youth groups has been introduced by Cedar Forest Products Co. The company explains that the designs released are "typical of infinite variations" which can be incorporated in actual units specified. All of the buildings can be provided with all additional utilities desired; provisions for these are made during the manufacturing process and in accord with the user requirements.

Write for information on No. 15.

President Johnson Expands Fitness Council; Names Vice President as Chairman of Cabinet-Level Group

Governmental awareness of an ever-increasing need on the part of American citizens for recreation and physical fitness was evidenced March 4th, when President Lyndon B. Johnson announced in his Health Message the establishment of The President's Council on Physical Fitness and Sports, "to expand opportunities to engage in exercise, active recreation and sports."

Reflecting the President's desire to upgrade and strengthen the Council's basic role, was his appointment of the Vice President as chairman of the organization.

The Council is a continuation, on an expanded basis, of the President's Council on Physical Fitness, which was established by President Kennedy on Jan. 8, 1963. The latter agency evolved from the President's Council on Youth Fitness, which was established by President Eisenhower on July 16, 1956.

Top-Echelon Membership

The new Council is of Cabinet-level stature and is composed of the Vice President, who is Chairman, the Secretary of State, the Secretary of Health, Education and Welfare, the Secretary of Defense, the Attorney General, the Secretary of the Interior, the Secretary of Agriculture, the Secretary of Com-

merce, the Secretary of Labor, the Secretary of Housing and Urban Development, the Director of the Office of Economic Opportunity, and the Consultant to the President for Physical Fitness.

Lt. Col. John Wilbern (USMC, Ret.), the Council's executive administrator, told *Recreation Management* that the new Council will absorb the staff, programs and services of its predecessor organization.

In addition, it will initiate intensive new efforts to promote increased participation in sports by Americans of all ages. Heavy emphasis will be placed on making more effective use of existing resources and facilities.

These functions will in no way interfere with the private control and support of amateur athletics. Vice President Humphrey, Chairman of the Council, said that he does not favor direct federal government involvement in amateur athletics.

"We want to keep the distinction

between amateur and professional sports," Humphrey stated. "But we can get local government and private groups working together."

"We're wasting our human resources," the Vice President continued. "We have to develop the youth of our inner cities and our rural areas."

The Council's emphasis will be on mass participation and the improvement of physical fitness, rather than on the development of competitive programs and top-flight athletes.

Citizens Advisory Committee

The Executive Order, which establishes the new Council, also establishes the Citizens Advisory Committee on Physical Fitness and Sports. The Committee will assist the Council in evaluating progress, serve as liaison between the public and private sectors, and advise the Council on means of enlisting private support to improve physical fitness, sports and recreation programming.

The Committee will consist of not more than 15 members to be appointed by the President. The members will be prominent citizens who represent private industry, education, sports and recreation, voluntary organizations, churches, and other areas of American life which have an active interest in physical fitness and sports participation programs.

A list of potential Committee members is now under active consideration.

The Council will, in the near future, convene in Washington, D.C., a National Conference on Physical Fitness and Sports. The President plans to address this conference, the goals of which will be to explore long-term

continued on next page



When Vice President Humphrey, the new Chairman of the President's Council on Physical Fitness and Sports, visited Lockheed Missiles & Space Co. in Sunnyvale, Calif. last fall, he was presented with a personalized hard hat on behalf of all the employees by pretty "Miss LERA", Paula Balberchak. Paula is an entrant in *Recreation Management's* nationwide "Miss Industrial Recreation" Contest.

continued from page 23

physical fitness and sports needs and to develop and define national objectives in these areas.

The conference program and a list of persons and organizations invited to participate will soon be announced.

What some of the nation's recreation leaders have to say with regard to the President's expansion of the Council.

Carl A. Troester, Jr., Executive Secretary, American Association for Health, Physical Education and Recreation, Washington, D.C.:

"An important step in advancing physical education and sports programs in the country. There is merit in having the Council at the Cabinet-level and also in making Vice President Humphrey the chairman. Now it is a matter of follow-through."

"I feel the soon-to-be-called National Conference will be in keeping with the administration's manner of handling other programs."

Patrick W. Freely, Jr., President of the National Industrial Recreation Association, Chicago:

"This expansion of an already fine program and the appointment of the Vice President as chairman should help to bring the importance of physical fitness and sports participation to the attention of all America."

"We in industry, through NIRA, have been working for many years to encourage interest in fitness and sports participation among employees and we will cooperate to our utmost with the new President's Council. In fact many companies have already instituted fitness programs to keep their most valuable assets, their employees, in shape."

Dr. Sal J. Prezioso, Executive Vice President, National Recreation and Park Association, Washington, D.C.:

"This is a re-establishing of the old Fitness Program. The best one can hope for is mass education, a push to motivate and stimulate people into action in terms of a total recreation program. We anticipate recreation plans

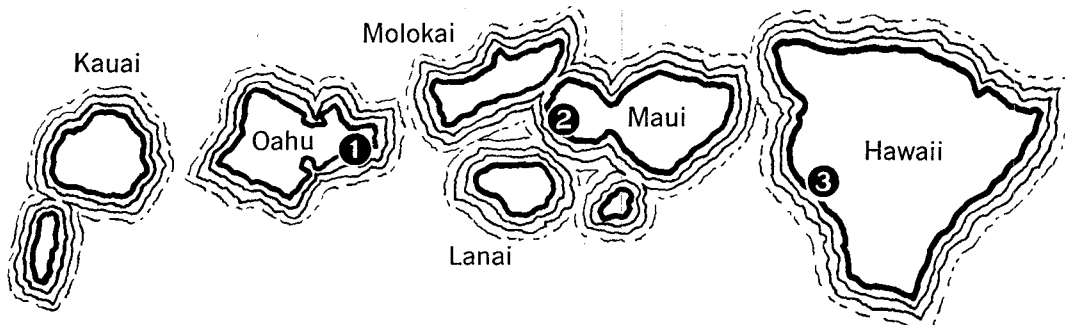
being made months in advance and not on a crisis basis. If we are serious, planning on a crisis basis is nonsense and this is about what we have been doing."

"To bring about a meaningful program, we need quality leadership, appropriate facilities, adequate financing, and we need to establish good working relationships with other who are concerned, interested and responsible. Once we have these totally, then we can get the job done."

G. Marvin Shutt, Executive Director, National Sporting Goods Association, Chicago:

"I think that this is a fine recognition of the importance of sports as a part of the total physical fitness picture and it broadens the work of the Council. Changing the name and adding Vice President Humphrey as chairman certainly increases the stature."

"Anything that broadens the field is obviously going to help. What has been done in the past has been good, but limited. Adding sports is an indirect benefit to the field, and an indirect benefit usually turns into a direct one."



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Don Bushore, Regional Director, Athletic Institute, Chicago:

"A wonderful move! Sports is the answer to physical fitness. More people are going to enjoy physical fitness if they partake in a given sport. For most people, a sport in which they can become involved is an easier method of becoming physically fit than is a series of regimented exercises."

Computer to Ease Task of Bowling Secretaries

The speed and precision of a computer has been harnessed to serve the recreation management field. And, for the many firms with employee bowling leagues, help has arrived in a most welcome way.

The NIRA-approved service promises to take the frustrations out of league record-keeping and replace it with fun for everyone. Being provided by American Bowling Computer Service, Inc., its approach to easing the task of league secretaries is simple and economical.

According to Bud Hobbs, ABCSI

president, "Our objective is to minimize the work of league officers and eliminate many of their problems in calculating averages, typing forms, figuring standings and handicaps by providing them with error-free, easy-to-read records."

Only two forms are necessary in the ABCSI system. The league standing sheet will show team and individual standings, high games and series according to rules of the league. A team record form will indicate lane assignments, team names, individual bowler names, and individual handicaps. All records will comply with league regulations and will be delivered to the bowling establishment at least 24 hours before bowling time. Pick-up and delivery is included in the ABCSI package.

From the league's view, record-keeping now becomes a routine matter. Secretaries pick up league forms at the bowling center, distribute them to team captains, and when bowling is finished, return the forms to the counter.

Hobbs stated, "Until now, league record-keeping systems of this nature



NIRA's President, Pat Feely (center), of The Falk Corp., Milwaukee, examines the newest in recreation products during a tour of the exhibit hall at NIRA's recent Western Region Conference at Las Vegas. Flanking Feely are the Co-Chairmen of the Conference, Chuck Placek (left), of Motorola, Inc. in Phoenix and Fred Martin, Superintendent of Recreation for the City of Las Vegas.

have been too expensive for the majority of bowling organizations. But with the combination of personnel experienced in bowling and the IBM 360 Model 30 computer, we have designed a system which is practical,

continued on next page

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continued from page 25
punctual and economical."

Cost of the service to leagues will be eight cents per bowler per week. This figure is lower than many secretarial fees. Included are such services as a final-average sheet, participation in ABCSI's awards program and support for NIRA's Bowling Tournament Fund.

This fall, the ABCSI program will be available to leagues in the states of Ohio, Illinois, Minnesota, Michigan, Indiana, Iowa, Wisconsin, Kentucky, North Carolina, Missouri, and

Pennsylvania. For more detailed information on NIRA's newest service, write ABCSI, State Road 231 North, Crawfordsville, Indiana.

Outlook Rosy for Bowling and Bridge Tournaments

Recent glowing reports submitted by the chairmen of NIRA's Bowling and Bridge Tournaments, lead us to predict new participation levels in both events again this year.

As we go to press, the deadline for

entries in the Bowling Tournament is still two weeks off and local games are still being played in the Bridge Tournament, so the figures quoted below will undoubtedly become even more impressive once the final tallies are made.

Chairman Howard Honaker of the host Faultless Rubber Co. reports that to date 133 company teams have signed-up for NIRA's 21st Annual Bowling Tournament, which will be held April 26-28 at the King Lanes in Ashland, O.

Last year's participation set the record as 158 teams competed in the ABC-sanctioned event. The 1968 edition of the tournament seems assured of completely shattering this mark.

An equally enthusiastic report comes from Bridge Tournament Chairman Fred Canaday of General Motors Corp., Detroit. With some local games still to be played, Canaday estimates that some 3,400 employees representing 79 companies from throughout the U.S. and Canada will compete in the 1968 NIRA Bridge Tournament.

This would be an increase of 560 players over the record-breaking total of last year!

The tournament is co-sponsored again this year by the Whitman Publishing Co. of Racine, Wis. After all of the lo-

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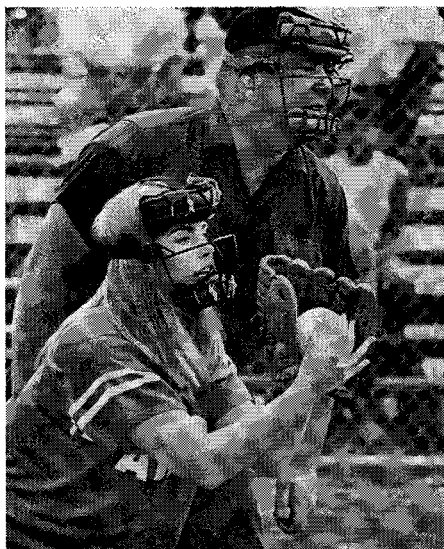
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We found this pretty entry in Recreation Management's "Miss Industrial Recreation" Contest hiding behind a mask, of all places! She's Sue Jamieson, catcher for Avco Lycoming's girls softball team from Stratford, Conn. When the mask comes off, Sue, the catcher becomes Sue, the woman and things pretty-up, but fast. Do you think that burly ump ever lets her win an argument?

cal games have been completed and the scores tabulated, the top teams in each of NIRA's eight regions will converge upon Milwaukee for the national finals, which will be held May 5-6 at the Red Carpet Inn.

Chairmen Canaday and Honaker certainly deserve hearty congratulations for the healthy state of their respective tournaments!

Reader Takes Issue With Foreign Travel Editorial

... As a member of NIRA, I protest the editorial in your January/February issue, reference: "American Tourism Abroad".

While I sympathize with the travel agents, airlines, etc., I cannot condone *Recreation Management* criticizing the President of the United States in attempting to curb the "dollar drain". I further deplore the comparison to "Russia under Communism"...

In my opinion, there is no quicker way to kill this fine magazine than to have it engage in politics. . .

J. G. Telfer
IBM Corporation
Oswego, N. Y.

The editorial in question was written, not with the idea of impeding the administration's efforts to curb the "dollar drain," but taking the stance that a foreign travel ban is a poor choice of methods to bring an end to this drain. From the way the original travel tax proposal is receiving rough handling by
continued on next page



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Young man, 26, with B.S. in Education from Kansas State College at Pittsburg seeks position as recreation administrator. Married. Salary, \$7,500.
Box #177—RECREATION MANAGEMENT

Young man, 24, with B.S. in Recreation from the University of Wyoming seeks position as recreation director. Married, one child. Salary, \$7,000.
Box #176—RECREATION MANAGEMENT

Young man, 27, with B.S. in Health & Phys. Ed. from Murray State U. (Ky.) seeks position as recreation supervisor in industrial or community program. Married, one child. Salary open.
Box #175—RECREATION MANAGEMENT

Young man, 23, who will graduate from Texas Tech this June with a Master's degree in Physical Education seeks position as director or assistant of employee recreation program. Married. one child. Salary, open.
Box #174—RECREATION MANAGEMENT

Young man, 23, who graduated from Oregon State University this spring with a B.S. in Recreation seeks an administrative or supervisory position in program planning and operation of employee recreation. Community recreation experience. Married. Salary, \$6,500.
Box #173—RECREATION MANAGEMENT

Young woman, 21, who will graduate in June 1963 from Michigan State University with a B.S. in Recreation seeks a position as Recreation Coordinator in the Detroit area. Practical experience on camp and school levels. Single. Salary, \$7,000.
Box #172—RECREATION MANAGEMENT

Man with administrative experience in municipal recreation program seeks position in the field of Industrial Recreation and Employee Services. BA in Personnel Management from Beloit College. Age 37. Married, two children. Salary open.
Box #171—RECREATION MANAGEMENT

Man with extensive background as director of municipal, industrial, and armed services recreation programs seeks position as industrial recreation director. B.S. in Physical Education and Recreation from University of Georgia. Salary commensurate with position.
Box #170—RECREATION MANAGEMENT

Man with seven years of administrative experience in community, youth, and camp recreation programs seeks employment as assistant to director of large recreation program or as director of smaller one. B.S. from George Williams College. Age 32. Married, four children. Salary commensurate with position.
Box #169—RECREATION MANAGEMENT

Young man, 22, who will graduate in June '68 from the University of Iowa with a B.A. in Recreation seeks an administrative position in the recreation field. Leadership experience. Married. Salary \$8,000.
Box #168—RECREATION MANAGEMENT

MISCELLANEOUS

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continued from page 27
the nation's lawmakers, it would seem that they have similar feelings. We were not "playing politics," but rather trying to inform the many industrial recreation administrators who have employee group travel activities about a subject of vital interest to their programs.

AROUND THE CIRCUIT

Gerald LaGrave, General Supervisor of Recreation for Canadair Ltd. in Montreal, recently signed a check for \$2,875 in favor of the Canadian Cancer Society, which brought the total amount of donations by the Canadair

Employees Charity Fund to more than \$1,000,000 in 17 years.

Daniel B. Evans has been named Supervisor of the Recreation Unit for the Employee Activities Section of Ford Motor Co., Dearborn, Mich.

George K. Grigor succeeds Gilbert M. Wright as Recreation Supervisor for Canadian Kodak Co., Ltd. of Toronto. Mr. Wright has been promoted within the company.

William B. Pond, director of parks and recreation for Sacramento County, Calif., has been named director of operations for the National Recreation and Park Assn.

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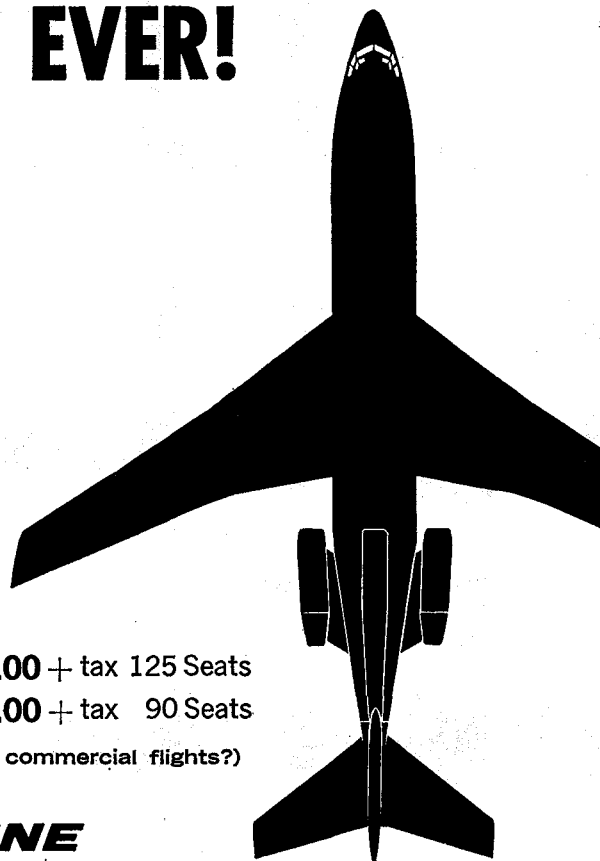
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Registration Information:

The Conference registration fee for NIRA company and branch members is \$50; non-members — \$65; wives — \$25.

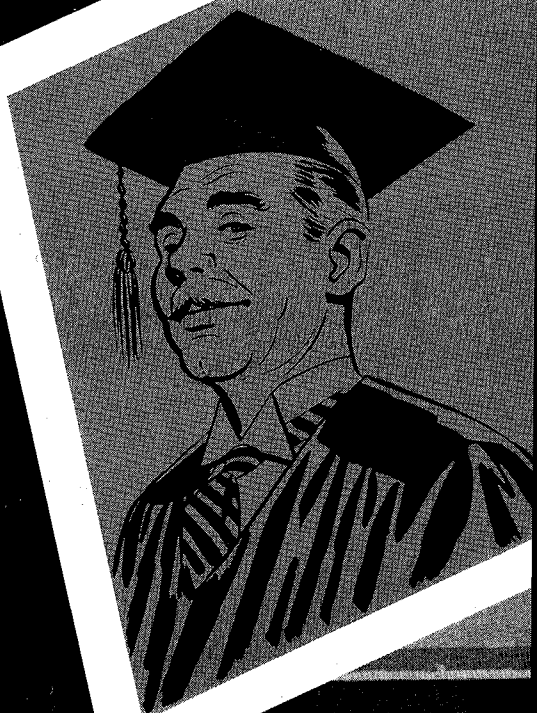
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Volume 11, Number 4

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Management

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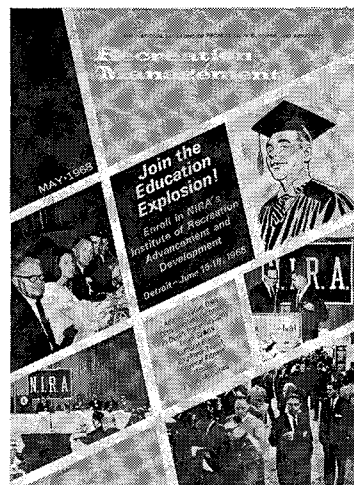
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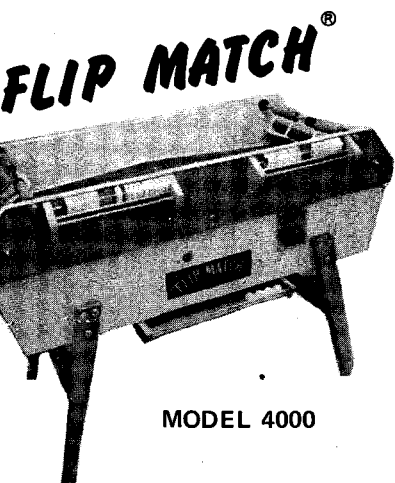
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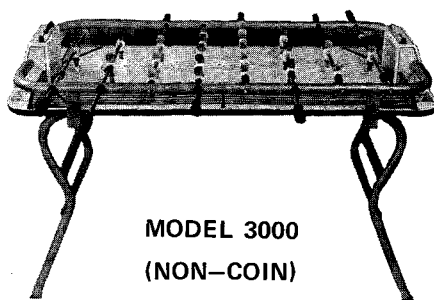
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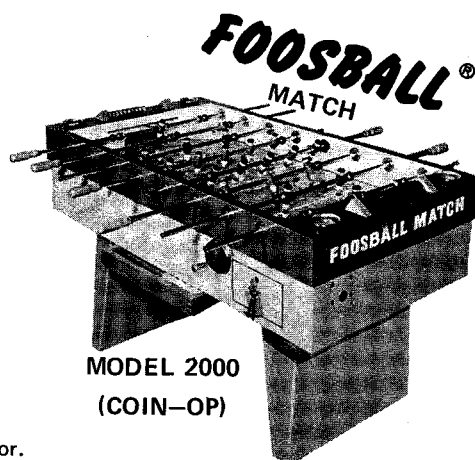
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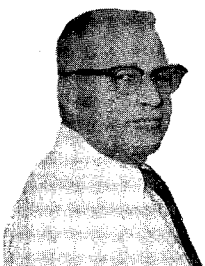


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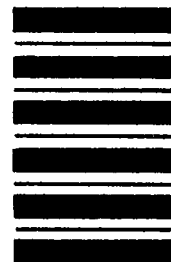
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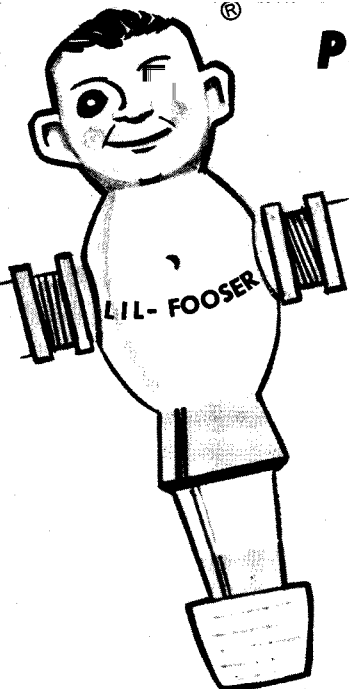
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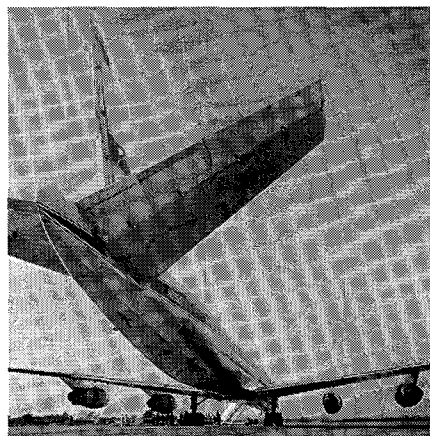
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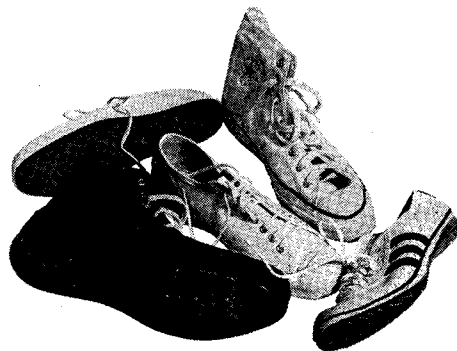
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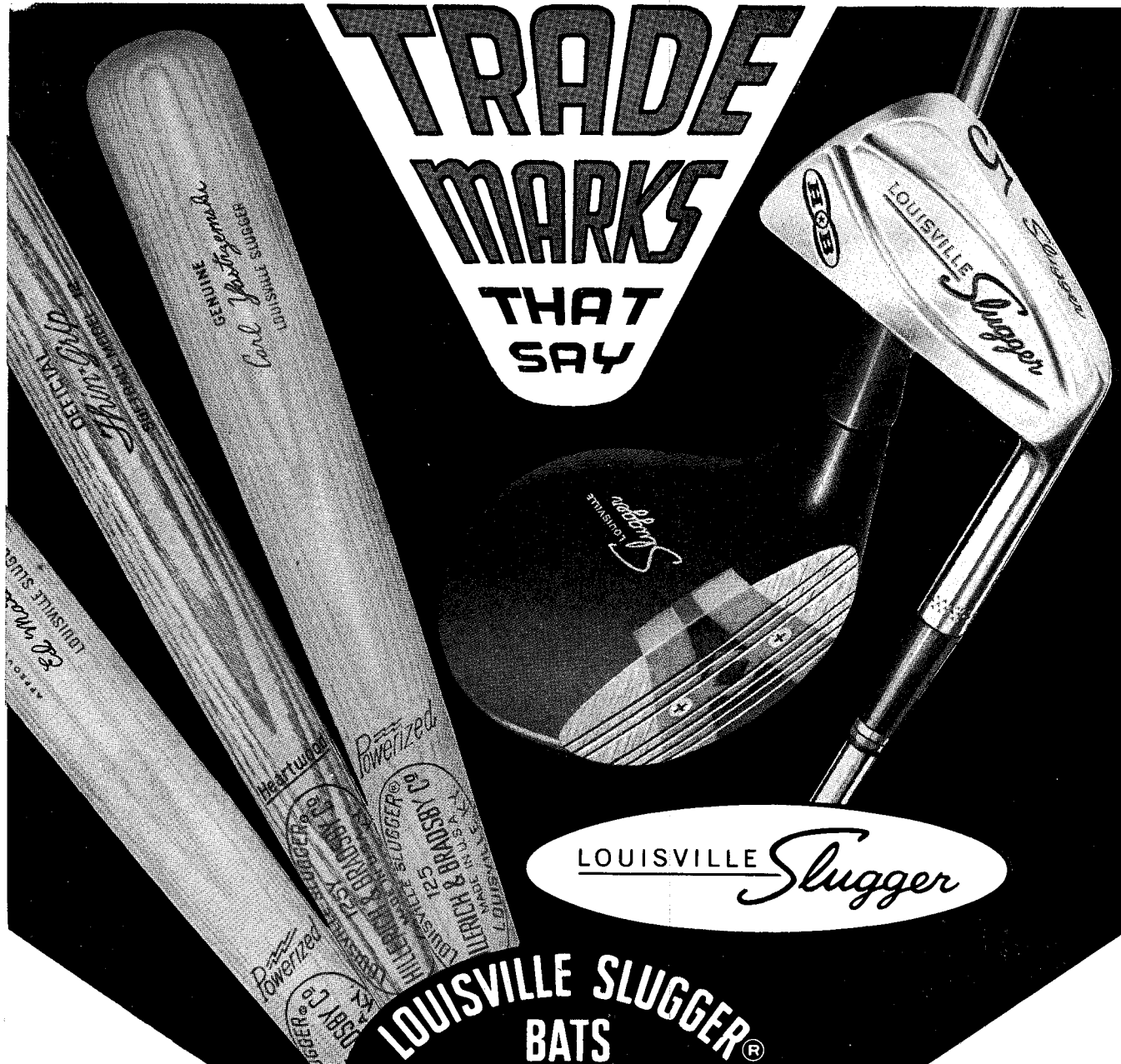
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The swinging sounds of the Michigan Bell Band will enliven the atmosphere opening night at the conference's gala "Welcome Traveler" Reception.



Astronaut Capt. James Lovell, director of the President's Council on Physical Fitness and Sports will speak at the Welcome Luncheon.

CONFERENCE NOTEWORTHIES



The Steel Bandits, a talented group of musicians who excel on the West Indian steel drums, will entertain calypso-style on the opening morning of the NIRA conference.



"Sounds of the Eras," a versatile musical review, will entertain delegates and wives after the annual NIRA Banquet.



Congressman John Conyers, Jr. of Michigan will address the opening general session of the conference on Saturday morning.

NIRA's 27th Annual Conference & Exhibit, which will be held June 15-18 at the Statler Hilton Hotel in Detroit, bears a special title this year—"The Institute of Recreation Advancement and Development."

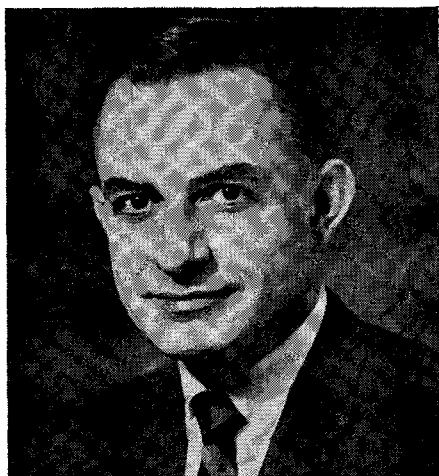
The emphasis will be on learning and the conference program will be run along the lines of a university. Twenty-five classroom sessions will cover all facets of administering an industrial recreation program. (See page 29 for the complete rundown.)

To balance the classroom aspects, Conference Chairman Fred Canaday and his committee have lined up an outstanding list of distinguished speakers and entertainment personalities for the social segments of the conference.

On opening day, Capt. James Lovell, the astronaut and director of the President's Council on Physical Fitness and Sports will address the assembled delegates at a Welcome Luncheon. Musical entertainment at this luncheon will be provided by the DOFASCO Male Chorus from Dominion Foundries and Steel Ltd., Hamilton, Ontario.

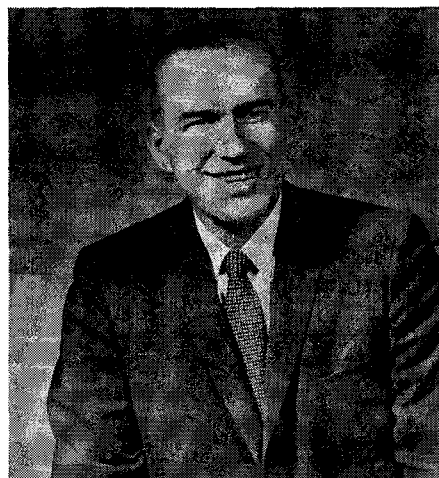
Speaking at the conference's opening general session will be Congressman John Conyers, Jr. from Michigan. The Steel Bandits, a fantastic steel drum band from New York City will entertain the opening morning.

That Saturday evening there will be a gala "Welcome Traveler" Reception with refreshments and dancing to the tunes of the Michigan Bell Band. On Sunday afternoon, the delegates will participate in a guided tour of the



Dr. Richard Bates, noted physician, will be the main speaker at the General Motors Luncheon.

General Chairman of NIRA's 1968 Conference is R. Fred Canaday of General Motors Corp.



futuristic GM Tech Center.

R. C. Havel, Director of Health, Physical Education & Recreation at Wayne State University, will address the annual breakfast meeting of the association's Certified Industrial Recreation Administrators (CIRA) on "Recreation and the Professional."

Bob Beattie, coach of the U.S. Olympic ski team, will be the guest speaker at the Monday evening session on Industrial Ski Clubs.

Dr. Richard Bates will be the main speaker at the General Motors Luncheon on Tuesday. His subject: "How to Live 100 Years Happily."

The conference will wind up Tuesday evening with the annual NIRA Banquet, at which time the association's new president and board of directors will be introduced. Then comes Show Time featuring "Sounds of the Eras," a lively musical review. The rest of the evening will be devoted to dancing and socializing.

Exhibitors at the Detroit Conference

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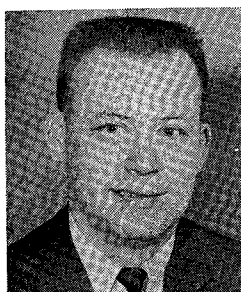
Banquet: Harold Vandenbossche, Chrysler

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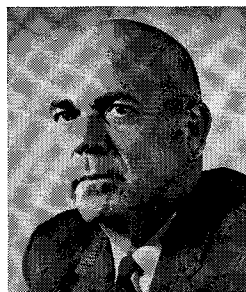
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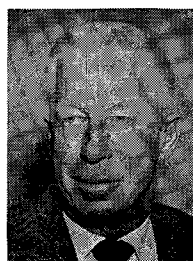
Here, on these pages, we wish to honor those individuals who, over the past year, have so ably served the National Industrial Recreation Association in a leadership capacity as officers and members of its board of directors. It is through such selfless efforts that the cause of industrial recreation has been and will continue to be advanced throughout the U. S. and Canada.

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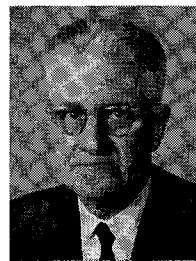


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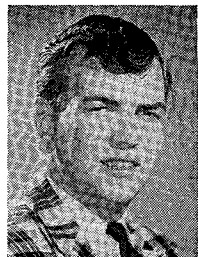
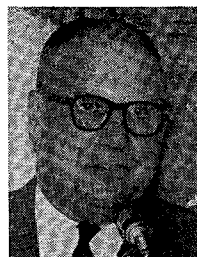
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G. LA GRAVE, CIRA **Junior Director**
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What's New In Scouting

Scouting and Industry, longtime partners, now have even stronger common interests due to the programs outlined below



The Boy Scouts of America continually adds new subjects to its merit badge program. Here a member of an IBM Corp.-sponsored Scouting

unit learns first-hand the intricacies of the computer—one of 112 merit badge subjects offered to eager young Scouts.

Today, one out of every four American boys is a Cub Scout, Boy Scout, or Explorer. Scouting continues to grow as it makes sure that it is relevant to today's boys in big cities, ghetto areas, suburbia, the rural poverty pocket, the agricultural heart land or the metropolitan neighborhood. The Boy Scouts of America appreciates the cooperation of business and industry. This has been a practical factor in making Scouting happen in the lives of over forty-four million American boys and men to date.

Programs are constantly being enriched as a result of research and analysis. A Long-Range Plan designed to deeply involve a representative one-third of all boys ages 8 through 16 will be launched January 1, 1969 and will run through 1976.

Major Partnership Area — Exploring

A major area of industry's partnership with Scouting is Exploring for high school-age boys. Explorer Posts now specialize in such far reaching fields as manufacturing, banking and finance, rocketry, conservation, atomic energy, earth moving, oceanography, space science, automobiles, medicine, law enforcement, golf, and other sports.

Men who are expert in their fields serve as consultants and advisors. They meet with Explorers to discuss and demonstrate various phases of the specialty. Projects and experiments within the industry provide fine opportuni-

ties for practical and often exciting experiences. There are field trips which give post members many additional first-hand opportunities to find out how a particular business or industry operates.

The program is rounded out by participation in sports that last a lifetime such as bowling, golf, marksmanship, and by participation in citizenship, service, personal fitness, outdoor, vocational and social activities.

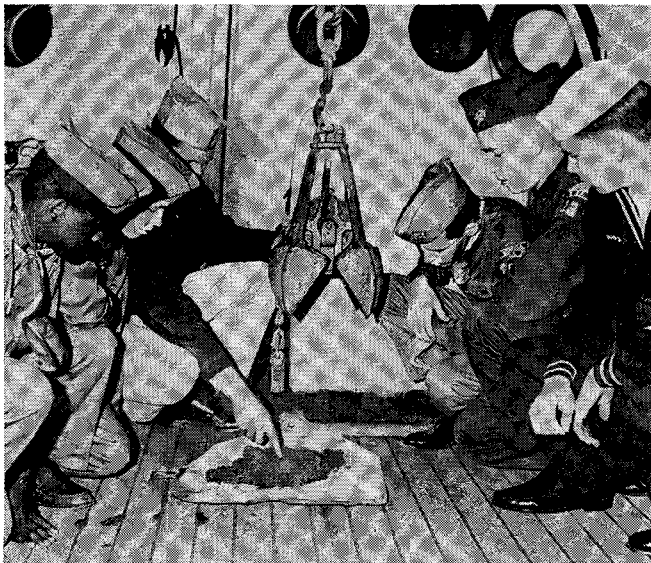
Project Free Enterprise

Project Free Enterprise is a dramatic short-term activity that provides business, industrial, labor, and professional leaders an opportunity to discuss and demonstrate to Explorers and older Boy Scouts the economic system which is of such vital concern to all.

Dr. Kenneth Wells, President of Freedoms Foundation says: "Project Free Enterprise is one of the most academically sound and impelling projects ever undertaken by any youth organization in the nation to build understanding of the basic free economics without which this republic can never be fed or free."

On Project Free Enterprise Day, business and industrial leaders meet boys in their various places of business. The day's program focuses on how their particular business operates. Included are the products manufactured or services provided and labor's essential part in our economic system. A typical day's activities covers research,

engineering, shipping, advertising costs, percent of income needed to meet payroll, and the continuing necessity for capital outlay. Here is the opportunity for businessmen to point out that free enterprise permits men to think, work, and risk their money to produce goods and services for the American people. The need for profit and the fact that it is derived only by meeting tough-minded competition is recognized. Project Free Enterprise has excited and aroused the enthusiasm of business leaders across the nation. The Project's appeal to boys has been equally as great.



For advanced Scouts with a nautical bent, there is a merit badge program on Oceanography. Here some of them examine a sampling of the ocean bottom while touring a government vessel.

It is an eye opener to young men to learn how the United States with but 6 percent of the world's population produces half of the world's income. The significance of profit, how it is derived, its values and necessity, are spotlighted. There is a realization that without profit there would be little philanthropy, education, government or religion, as we now know it.

More than 1500 industrial firms, banks, department stores, insurance and real estate companies have participated in Project Free Enterprise. Doctors, dentists, lawyers, and other professional people with a stake in free enterprise have also participated enthusiastically.

Great Program For Boys 8 Through 10

Major improvements in the Cub Scout program that are making it even more attractive to boys and leaders recently went into effect.

The revisions, the result of nearly 5 years of intensive study and field testing have increased Cub Scouting's natural appeal for boys and provided more help for volunteer leaders.

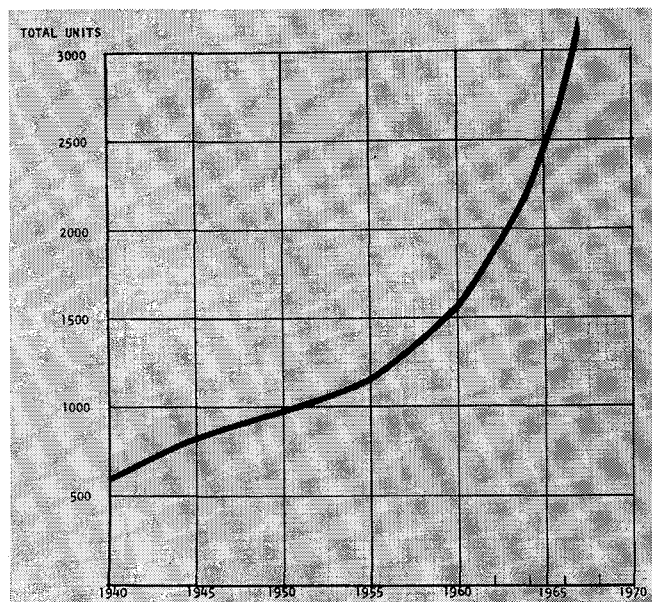
The new look in Cub Scouting is the result of microscopic examination of the program and of the needs and desires of Cub Scout-age boys.

One of the key research projects was an in-depth study of boys 8 through 10 conducted by the Survey Research Center of the University of Michigan's Institute for Social Research. In the spring of 1964, the center's researchers fanned out across the country to interview a scientifically



Astronaut Scott Carpenter and Explorer Scout Joe Dumstorf tour the Aeronautical and Astronautical Convention together. Joe plans to be an Aeronautical Engineer.

The Dramatic Growth of Industry-Sponsored Units



selected cross-section of families with boys of Cub Scout age. Their interviews with mothers, fathers, as well as boys — both Scouts and non-Scouts — themselves, focused on the interests, problems, and activities of boys from 8 to 10 years old.

At the same time, other researchers were studying Cub Scouting from the viewpoints of both boys and leaders. These studies were done by the Opinion Research Corporation of Princeton, N. J., and the Boy Scouts of America's own Research Service.

continued on next page

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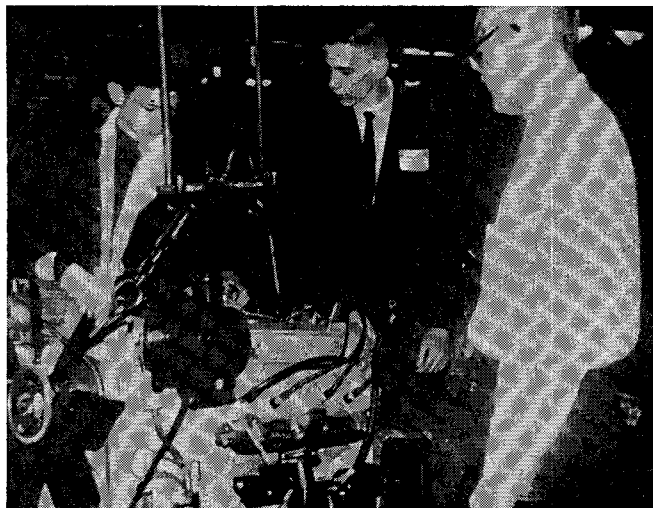
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continued from page 19

The mass of research data was evaluated by a special Cub Scout Study Committee of 13 national Scout leaders. These men made a painstaking review of the findings, and their recommendations for program revisions began taking shape in 1965. Following this, field reaction meetings were held throughout the country. Volunteer and professional Scout leaders from local Boy Scout councils and regional offices in all areas of the U.S. studied the proposals for changes, and their reactions were incorporated into the final recommendations for the program.



As part of Project Free Enterprise, Scouts tour a General Motors plant in Atlanta, Ga., learning the inner-workings of our basic economy. Scouting and Industry work hand-in-hand on this program.

In the improved program, the advancement requirements for 8 and 9 year old Cub Scouts vary widely, reflecting the different interests of boys which the research revealed. Similarly, the totally-new Webelos Scout program reflects the desires of 10-year-olds for more difficult and challenging projects and for more independent action.

All of the other improvements in the way the Cub Scouting program operates are the culmination of a long period of study, as well as more than 30 years' experience at Cub Scouting's grass roots — the nation's 56,436 Cub Scout Packs.

Over 100 Merit Badge Opportunities

In order to keep its program abreast with ever widening range of the desires and interests of boys, the Boy Scouts of America continually adds subjects in its merit badge program. During the past year, new merit badges were added in American Business, Computers, and Engineering. In addition, 15 to 20 of the 112 current merit badge pamphlets are revised each year.

Industry has played a vital role in keeping the merit badge program modern and relevant.

The American Business merit badge was developed with the help of the American Management Association, the AFL-CIO and the New York Stock Exchange. The Computers badge was developed with the help of the IBM Corporation, the Data Processing Management Association, the Programmers' Association and the United States Air Force Computers Center. The American Society of Mechanical Engineers and the American Society of Civil Engineers provided guidance and counsel in developing the Engineering Merit Badge.

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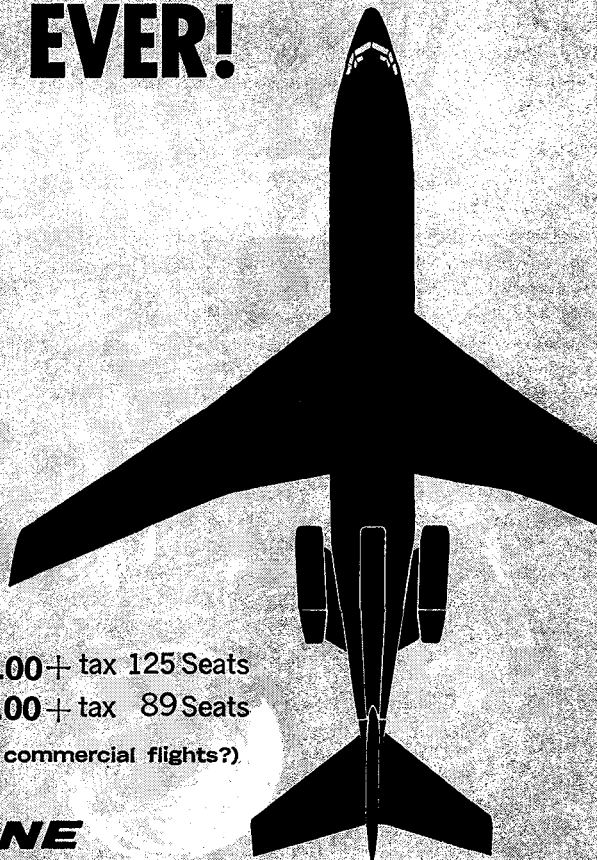
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Massachusetts—Jack Philo, AVCO Corporation, AVCO Missile Systems Div., 201 Lowell St., Wilmington, Mass. 01887

New Jersey—Donald E. Hawkins, Riegel Community Foundation, Inc. Milford, N.J.

New York—Mary J. Best, Distillation Products Industries, P.O. Box 1910, Rochester, N.Y.

Vermont—John E. Kelly, IBM Corporation, Box A, Essex Junction, Vt. 05452

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Washington, D. C.—John G. Tutko, Office, Secretary of the Air Staff AFESSR-5E 367, Pentagon, Washington, D. C.

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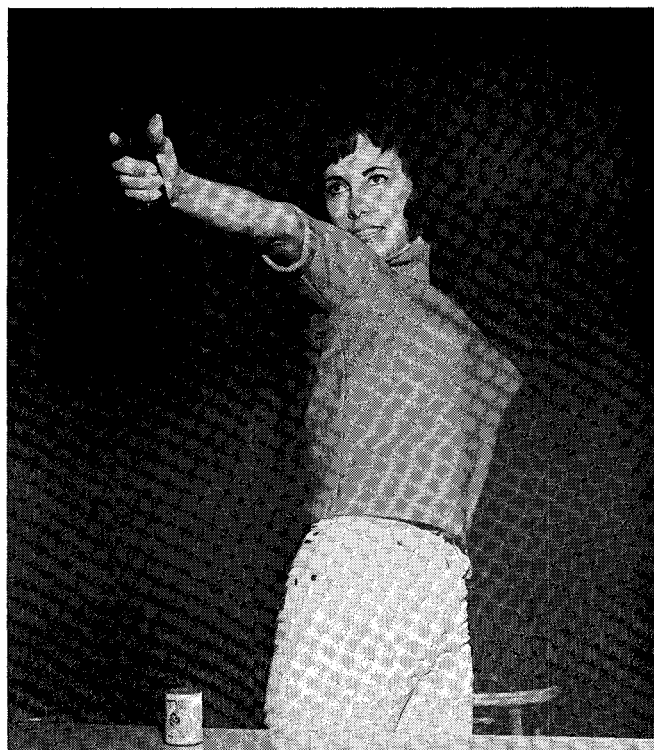
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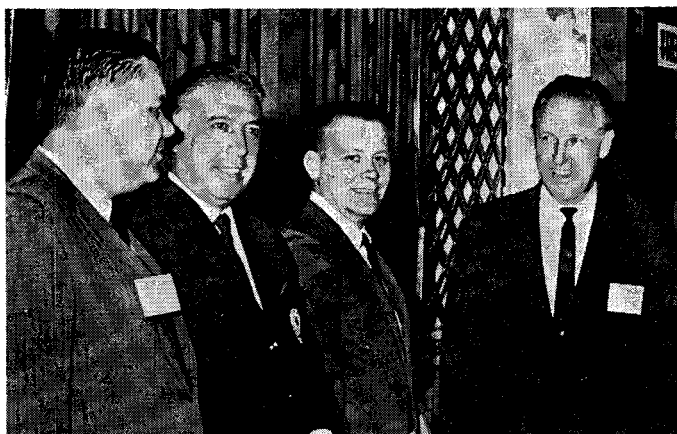
Crack-shot Dee Dee Culton is North American Rockwell Los Angeles Division's entry in Recreation Management's "Miss Industrial Recreation" contest. An executive secretary during working hours, Dee Dee participates in a wide range of company-sponsored recreation activities during her leisure time. This year she reigned as queen over the company's two-day Sports and Hobby Show which attracted more than 15,000 people.



Patrick W. Feely, CIRA, Supervisor of Recreation for The Falk Corporation, Milwaukee. NIRA's President for 1967-68.

Dynamic Is the Word for Pat Feely, NIRA's Youngest President

One of Pat's first official duties upon his election was to present a bouquet of roses to Libby Deal, wife of outgoing prexy Larry Deal.



President Pat traveled in distinguished circles promoting the cause of Industrial Recreation. Here he is seen (third from left) at the National Recreation & Park Conference in Miami in the company of (from left) Don Neer, NIRA's Executive Director, Al Vitacco, Clinic Coordinator for the Lifetime Sports Foundation, and Dr. Jackson Anderson, Chairman, Dept. of Recreation & Park Administration, U. of Minnesota.



Greg Patterson (left) of Dominion Foundries & Steel Ltd., Hamilton, Ont., accepts the congratulations of President Feely for his medal play in the National Industrial Golf Championship at Purdue last August.



As chairman of the NIRA Awards Luncheon at the 1967 Los Angeles Conference, Pat Feely (right) presented Johnny Wooden, coach of UCLA's National Basketball Champions, with his portrait in oils.

The youngest, most-traveled, and one of the most dynamic individuals ever to lead the National Industrial Recreation Association—so reads the performance chart of Patrick W. Feely, 32, Supervisor of Recreation for The Falk Corporation of Milwaukee, during his past year's tenure as President of NIRA.

Pat carried the banner of the Association to every corner of the nation in his untiring efforts to promote the cause of Industrial Recreation. When he wasn't addressing high-level national gatherings and meeting with top officials in government and industry, Feely was overseeing NIRA's national tournament program and numerous regional meetings.

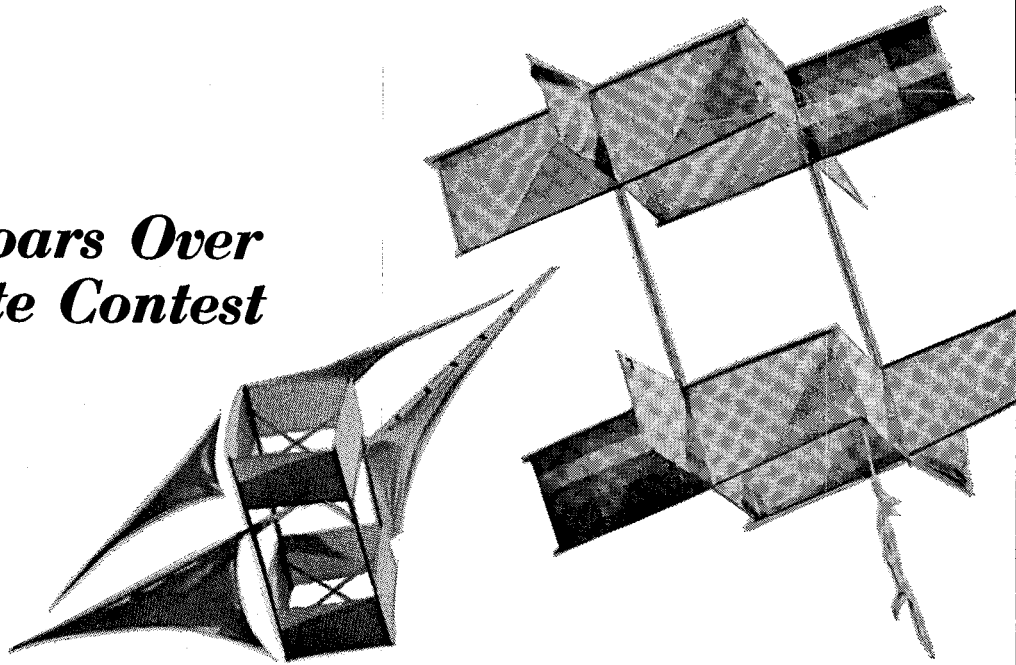
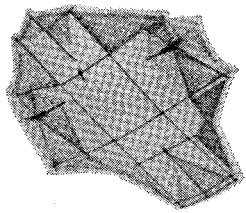
When Pat accepted the gavel from Past-President Larry Deal at the 1967 Conference in Los Angeles, he capped a

meteoric rise through the ranks of the Association. Prior to the Presidency, Feely had served as State Chairman, member of the Board of Directors, V.P., and President-Elect.

Pat was so eager to get on with his task that he called the traditional Fall Board Meeting in August, so that his programs would be well under way by autumn. He attended several planning meetings for the 1968 Conference in Detroit and, due to his proximity to Chicago, was able to make frequent trips to the National Headquarters for key meetings. The rest of his itinerary reads like an airline schedule.

After a dynamic year of service which seems much too short, we reluctantly return Pat Feely to his company, his wife Joan and their five children, and his beloved Green Bay Packers. ■■

Enthusiasm Soars Over TRW Kite Contest



Competing employees give birth to some "aerodynamic wonders"

Recreational events for employees of large firms are not always born out of the company employees association. A case in point is the recent kite contest held at TRW Systems Group in Redondo Beach, Calif.

The event was conceived, planned and coordinated principally by staff members of Marketing Services, and it supplemented, as well as diversified, the many activities sponsored and conducted by the well-functioning TRW Systems Employees Association.

From the time it was announced in the company publication, a high degree of employee interest was evident. It represented the first Kite Design and Flight Tournament held at TRW, and it culminated with such success that it is now being planned as an annual event.

The contest itself was compatible to the nature of business at TRW where most of the 17,000 employees in five major divisions are concerned with missile analysis and performance, spacecraft design and fabrication, and the entire spectrum of aerodynamics and space phenomena.

Logically therefore, key factors were the inherent technological interest and the challenge of creating new kite designs that would result in stable flight performance.

The idea originated with Dale Van Natta, of Marketing Services, who at TRW is responsible for ensuring that the content and format of technical brochures meet the proper standards of quality.

After discussing the concept with several persons in various positions and getting highly positive reactions, Dale put together a committee of ten persons. At the first planning session the group identified the broad areas of responsibility and assigned them among themselves. Dale acted as coordinator and also assumed the job of obtaining the necessary prizes. An assistant coordinator was named, and a secretary was appointed to prepare agendas for future meetings and to type and distribute the necessary contest descriptions, rules, entry blanks, etc.

Other assignments included a test director, policy and legal consultant, public relations consultant, hostess director, procurement manager, design consultant, and judging coordinator. A fairly detailed analysis was then made to determine all of the technical and administrative factors that would have to be considered and dealt with in order to hold a successful contest.

The following topics provide some insight to the detailed planning that was done by members. Registration procedures, physical setup, contestant identification, kite identification, parking and security, site layout and identification, liability—accidents, contest categories and rules, selection of judges and judging procedures, speakers, and posters, articles and announcements.



Contestants congregate in the staging area prior to the contest. "The Red Hex," foreground, was the big winner—taking the grand prize, plus firsts in rate-of-climb and high-altitude categories.

Distinguished Judges Enlisted

A large paved parking lot on a new site across the street from TRW where the company is expanding its facilities was selected as the contest site. Six senior members of the staff agreed to serve as judges. They were A. W. Cobb, Special Project Manager of Marketing Services; Dr. C. B. Cohen, Manager of Aerosciences Laboratory; H. L. O'Brien, Contracts Manager for Power Systems Division; N. S. Pixley, Manager of the Integration and Test Laboratory; and R. J. Trauger, Manager of the Experiment Mechanical Department.

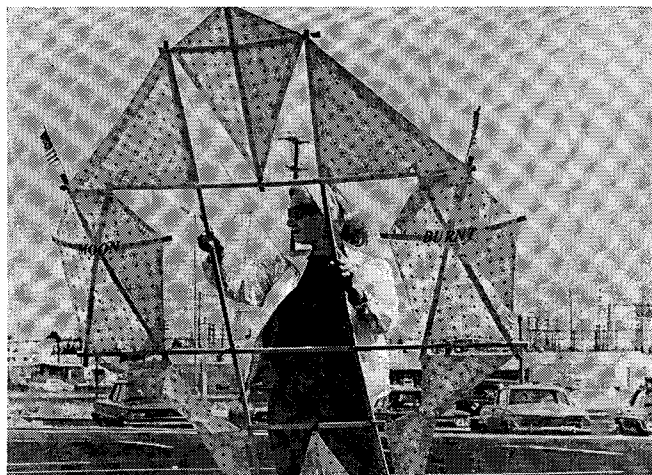
Nearly seventy persons registered for the event. Contestants were required to design and build their own kites for entry into any number of six events: largest kite, smallest kite, best aerodynamic design, best women's entry, fastest rate of climb, and highest altitude.

On Saturday morning, March 9, the kites came in many assorted sizes and shapes . . . giant creations made of mylar, mini-kites housed in match boxes, kite-a-lites, bird-kites . . . all home-designed and homemade. Threatening rain kept half of the entries from turning out, but contest planners were grateful. They said that they couldn't possibly have handled all 70 kites in the four hours planned for the event.

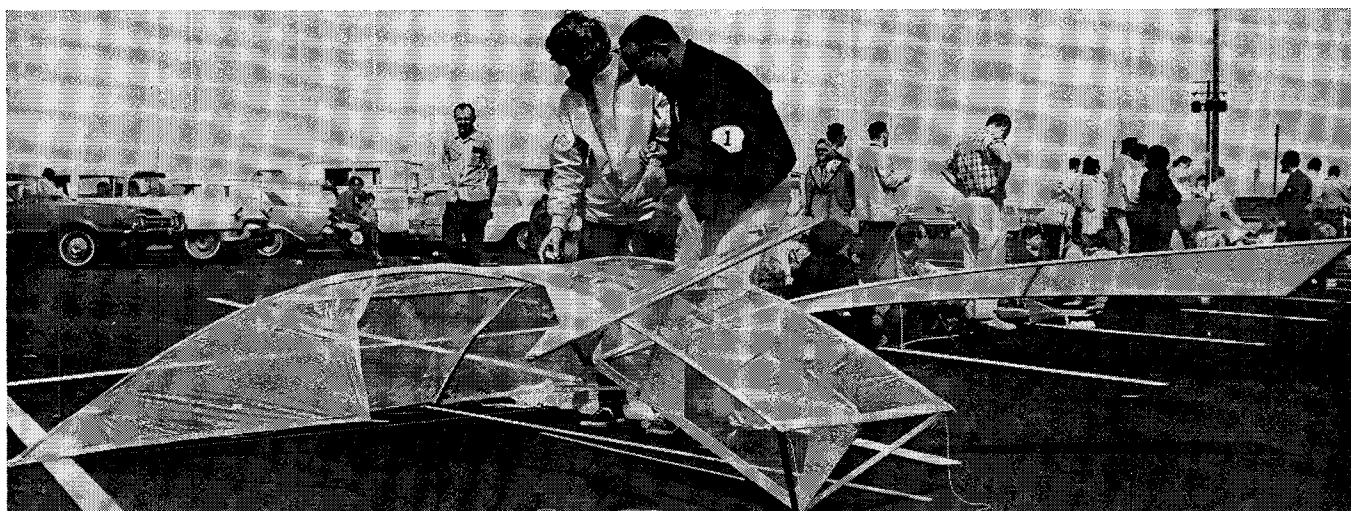
A persevering brisk wind added drama to the event by breaking strings, causing mid-air collisions and structural failures. Meanwhile, the judges, dressed in hard hats, communicating via radio and reading sophisticated instrumentation, judged each event on a flight field where contestants launched their creations on a countdown from simulated

stories of ancient armies using kites to lift a man for observation behind enemy lines, over hills, or inside forts. Modern military kites were used as early as the Boer War. And a popular magazine reported that some Nazi submarines in World War II used a large three-bladed kite made like a helicopter to lift a crew member for a good look around the ocean.

But despite their history, today kites at TRW represent a way of channeling one's design creativity and craftsmanship into a new form of competitive recreation. ■ ■



Second place in the Women's Division went to "Moon Burnt," an intricate blending of open spaces and fabric-covered struts. TRW judges used range finders to follow the flights of the competing kites.

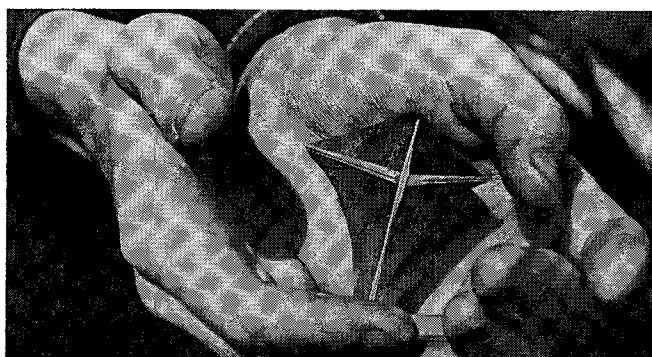


Looking for all the world like something out of the Smithsonian Institute, this huge entry receives some frantic first-aid from a husband and wife team. A flight test director gave instructions to the contestants over a bullhorn.

Hostesses assisted with the presentation of awards and helped keep the crowd of more than 300 observers off the flight area. The grand prize winner received a desk model of TRW's Orbiting Geophysical Observatory satellite, and a special trophy from Howard W. Ball, Mayor of Manhattan Beach. Other prizes for each event were donated by local merchants and included dinners for two, gift certificates, and theater passes.

The event provided another chapter in the history of kites and was recorded with a story and photograph in the Los Angeles Times and the Daily Breeze. The true history of kites is a bit hazy. Some people say the kite was invented by a Greek named Archytas 2,400 years ago. There are many

and wife team. Alas, the kite, which crashed during some pre-contest maneuvers, was never the same again.



Believe it or not, this kite actually flies! It was one of eight mini-entries in the smallest-kite competition. All contestants were required to fly kites of their own design and construction.

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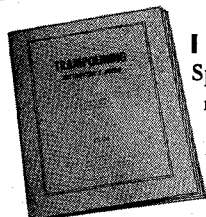


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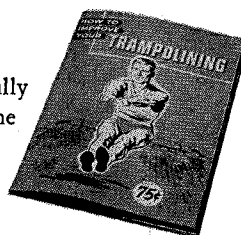


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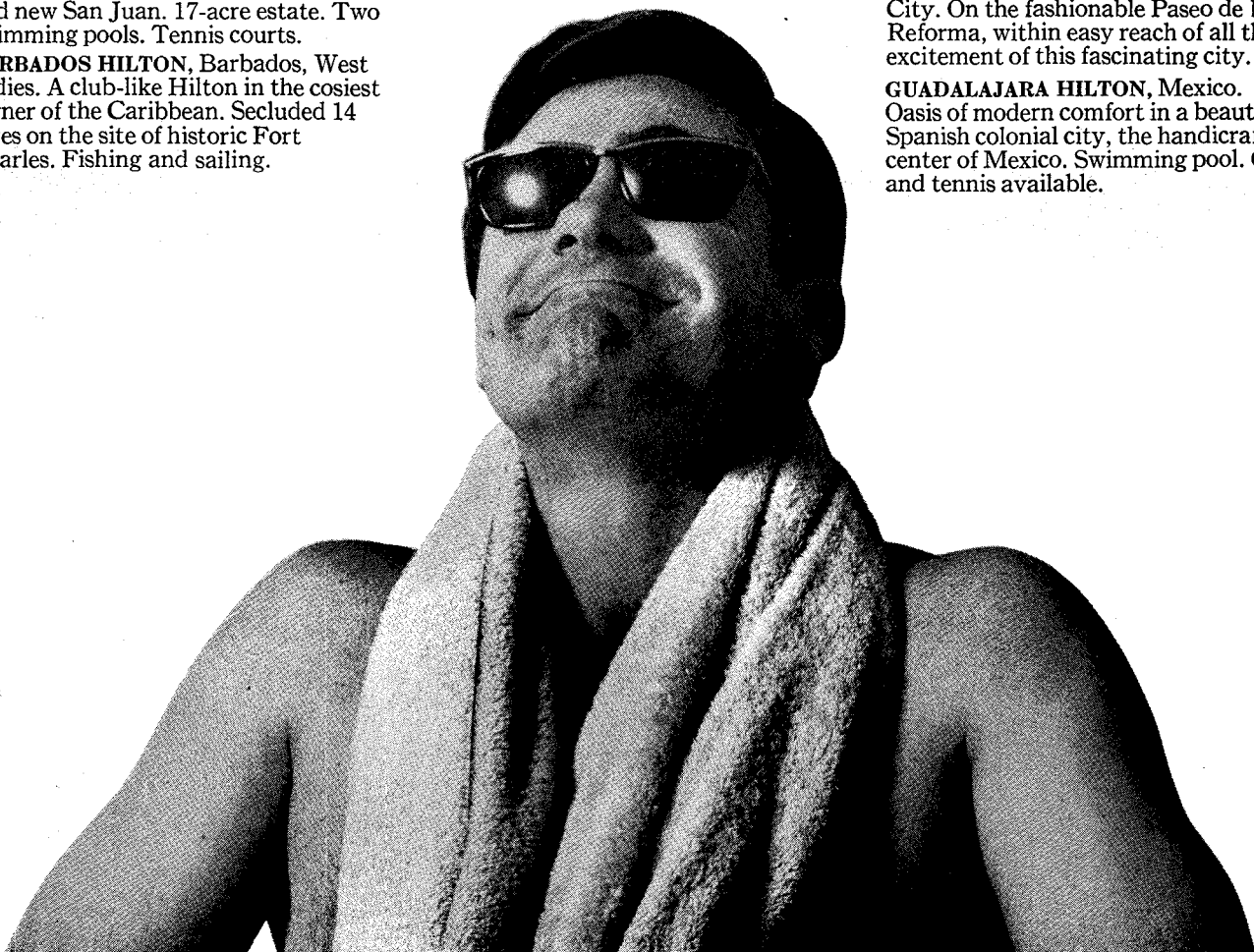
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- ☐ VIRGIN ISLE HILTON, ST. THOMAS
- ☐ CONTINENTAL HILTON, MEXICO CITY
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- ☐ CARIBE HILTON, SAN JUAN

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Registration Information:

The Conference registration fee for NIRA company and branch members is \$50; non-members – \$65; wives – \$25.

Room rates at the Statler Hilton are: Singles – \$8 to \$15.50; Doubles – \$14.50 to \$17.25; Twins – \$17 to \$25.

Reserve your rooms direct. Write Reservation Manager, Statler Hilton Hotel, Grand Circus Park at Washington Blvd., Detroit, Mich. 48231.

NIRA *Newsletter*

MAY 1968

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VOL. 26, NO. 4

Here's a "Sneak Preview" of the Program at NIRA's 27th National Conference in Detroit—June 15-18

The Statler Hilton Hotel will be the Detroit headquarters for NIRA's four-day Institute of Recreation Advancement and Development, June 15-18, 1968. Don't let the name throw you. It's NIRA's 27th Annual National Conference and Exhibit, but done up in a bright new package with a scholarly slant.

You see, this year the Conference will be run along the lines of a university. Delegates will thus be "students" attending "classes" at the "Recreation Institute."

Each delegate will be issued his own textbook covering all of the courses offered. Panel members will be entitled "Doctor" and will be clad in caps and gowns.

All panels will be 45 minutes in length, allowing 25 minutes for presentations and 20 minutes for a question-and-answer period. At the conclusion of the period, a bell will ring and "students" will have five minutes to change classes. Each panel will then be repeated. In this way, a company with two delegates can cover every "class" offered by the "Institute."

So, class, your homework assignment for this month is to familiarize yourselves with the following program outline of NIRA's Conference:

FRIDAY — JUNE 14

"EARLY BIRD" ACTIVITIES

9:00 A.M.-5:00 P.M.—EXHIBITS

(Ballroom-Wayne-Bagley)

12:00 Noon-5:00 P.M.—REGISTRATION Foyer

10:00 A.M.-5:00 P.M.—BOARD OF DIRECTORS MEETING Michigan

3:00 P.M.—HELMS AWARD COMMITTEE

Parlor C

Chairman—Dr. Ken Kellough, North American Rockwell Corp., El Segundo, Calif.

Committee—Dr. Roy E. Ellington, Kaiser Alum. & Chem. Co., Ravenswood, W. Va.

Dr. Frank Barnes, Xerox Corp., Rochester, N.Y.

Dr. Patricia Fehls, University of Cincinnati, Cincinnati, O.

Dr. Clarence Gillaugh, National Cash Register, Dayton, Ohio.

3:00 P.M.—SCHOLARSHIP COMMITTEE Parlor E

Chairman—Dr. Gordon L. Starr, Univ. of Minn., Minneapolis, Minn.

Committee—Dr. Max Dodson, Beloit Corp., Beloit, Wisc.

Dr. Dick Prey, Upjohn Co., Kalamazoo, Mich.

Dr. Earl Schrieber, Timken Roller Bearing Co., Canton, Ohio.

Dr. William D. Pyper, Republic Assistance Fund, Farmingdale, L.I., N.Y.

Dr. Fritz Merrill, Olin Mathieson, Pisgah Forest, N.C.

SATURDAY — JUNE 15

8:30 A.M.-5:00 P.M.—REGISTRATION Foyer

8:30 A.M.-10:00 A.M.—GRAND OPENING EXHIBIT HALL Ballroom

9:15 A.M.-10:00 A.M.—Steel Drum Band (Courtesy Grace Line, New York, N.Y.)

Hilton I, II, III

10:00 A.M.-11:00 A.M.—OPENING GENERAL SESSION Hilton I, II, III

Chairman—Dr. Patrick Feeley, NIRA President, The Falk Corp., Milwaukee, Wisc.

Conference Chairman—Dr. R. Fred Canaday, General Motors Corp., Detroit, Mich.

Keynoter—Honorable Dr. John Conyers, Jr., Congressman, 1st District, Michigan

11:00 A.M.-12:00 Noon—EXHIBITS Ballroom

12:00 Noon-2:00 P.M.—WELCOME LUNCHEON Hilton I, II, III

Host—Automatic Retailers of America

Chairman—Dr. Patrick Feeley, The Falk Corp., Milwaukee, Wisc.

Entertainment—Dr. A. Murray Dick, DOFASCO Male Chorus, Hamilton, Ont., Can.

Speaker—Capt. James Lovell, Director, President's Council on Physical Fitness and Sports, Washington, D.C.

2:00-2:30 P.M.—EXHIBITS

Ballroom

2:30-3:20 P.M. TRAVEL I PANELS

ET 101—AIR TRAVEL

Hilton I

Chairman—Dr. S. Puccio, Air France, N.Y.

Panel—Dr. David E. Midgley, Trans World Airlines, Inc., N.Y.—"Advantages of Travel To The Employee"

Dr. Wm. B. Leonard, Trans International Airlines, Cal.—"Overseas Charters-Supplemental"

Dr. W. A. Hardenstine, World Airways, Inc., Cal.—"Domestic Charters-Supplemental"

Dr. W. J. McDonald, American Airlines, Inc., N.Y.—"Domestic Travel-Scheduled Airlines"

Dr. H. A. Van Lunenburg, KLM Royal Dutch Airlines, N.Y.—"Overseas Travel-IT & GITX"

ET 102—BUS, RAIL & SHIP TRAVEL Hilton III

Chairman—Dr. Ralph Hartl, French Line, Chicago, Illinois

Panel—Dr. Fred W. Weck, Grace Line, Inc., N.Y.—"Steamship Cruises"

Dr. Gene Rotchford, Male Travel Service, New York City—"Bus & Rail Travel"

Dr. Ralph Hartl, French Line, Chicago, Ill.—"Steamship Transatlantic"

ET 103—THE TRAVEL AGENT

Statler I

Chairman—Dr. Robert Cook, Travepower Inc., Milwaukee, Wisc.

Panel—Dr. Sid Pudell, Astral Travel, N.Y.—"Removing the Mystery from Travel Agent Profit"

Dr. Donald Daly, American Express, N.Y.—"What's the Difference Between a Retail Travel Agent and a Wholesale Tour Operator?"

Dr. Stuart Rotchford, Rotchford Travel Service, Chicago, Ill.—"When Should the Corporate Travel Planner 'Do It Himself'?"

Dr. Robert Cook, Travepower, Milwaukee, Wisc.—"How to Select your Travel Agent"

continued on next page

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ET 104—HOTELS, MOTELS & RESORTS

Statler II

Chairman—Dr. Patrick Green, Hilton Hotels Corp., Chicago, Ill.

Panel—Dr. Morton Brilliant, The Barclay Motel, Atlantic City, N.J.—"The Motel"

Dr. Walter Scanlon, Sheraton Corp. of America, N.Y.—"The Hotel"

Dr. Gordon E. Paulus, Palm Springs, Cal.—"The Resort"

Dr. A. W. Wolfe, Hotel Corp. of America, N.Y.—"American vs. European Plan"

3:20-4:05 P.M.—Each Of The Four Above Panels Will Be Repeated To Enable You To Attend Two Of The Four Sessions Offered.

4:15-5:00 P.M.—TRAVEL II PANELS

ET 106—MYSTERY TRIPS

Hilton I

Chairman—Dr. J. Bushfield, Eastman Kodak Co., Rochester, N.Y.

Panel—Dr. Lois Verner, Ford Motor Co., Dearborn, Mich.—"One Day Plane Trip"

Dr. Zarmair Shepherd, Foster Grant Co., Leominster, Mass.—"Bus Trips"

Dr. Ray Walsh, Eastman Kodak Co., Rochester, N.Y.—"Bus Trips"

Dr. Kenneth Weitschat, Mfg. Dev. Staff, GMC, Detroit, Mich.—"Bus Trips"

ET 107—DOMESTIC PROGRAMS

Hilton III

Chairman—Dr. Robert Benn, Grumman Aircraft Eng. Co., Bethpage, N.Y.

Panel—Dr. Ray Wolf, LILCO Employees Assoc., Hicksville, N.Y.

Dr. John Gentile, TRW Systems, Inc., Cleveland, Ohio

Dr. James Moyer, Eastman Kodak Co., Rochester, N.Y.—"A Travel Program for Retirees"

Dr. Bob Wolfle, Mgr., Group Travel, American Express Co., N.Y.—"Group Travel"

ET 108—CARIBBEAN, MEXICO, HAWAII

Statler I

Chairman—Dr. Mary Kennelly, Amer. Tel. & Tel. Co., N.Y., N.Y.

Panel—Dr. Melvin C. Byers, Owens-Illinois, Toledo, Ohio—"Mexico-Hawaii"

Dr. Fran Pilbeam, Mich. Bel Tel. Co., Detroit, Mich.—"Hawaii"

Dr. Martha L. Daniell, Nationwide Ins. Co., Columbus, O.—"Mexico"

Dr. Abbie Van Gelder, N.J. Bell Tel. Co., Newark, N.J.—"Caribbean"

ET 109—OVERSEAS

Statler II

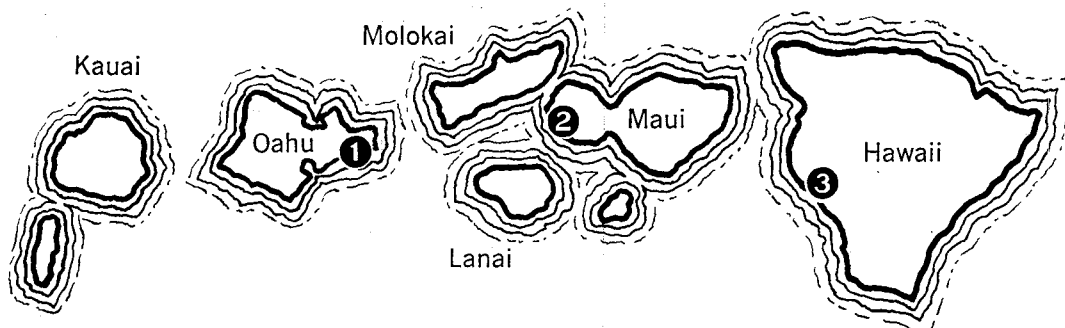
Chairman—Dr. Fred Wilson, Scovill Mfg. Co., Waterbury, Conn.

Panel—Dr. Mary Ann Hofmann, General Motors, Detroit, Mich.—"Orient"

Dr. Mike Varanese, Lockheed Employees Rec., Burbank, Calif.—"Europe"

Dr. Roy Will, Illinois Agric. Assoc., Bloomington, Ill.—"Around The World"

continued on page 32



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50 NIRA Men Help Guide Urban Youth Program

Selected recreation directors of NIRA member companies in each of the nation's 50 largest cities have been asked to serve on their local branches of the President's Council on Youth Opportunity this summer.

Vice President Humphrey recently announced that \$1.5 million in Federal funds has been allocated to facilitate planning of summer programs which "provide jobs, education, recreation and other activities for disadvantaged young people."

It is the aim of the Council to give those individuals who have administrative experience in recreation and sports a voice in the allocation of funds, facilities, manpower and other resources.

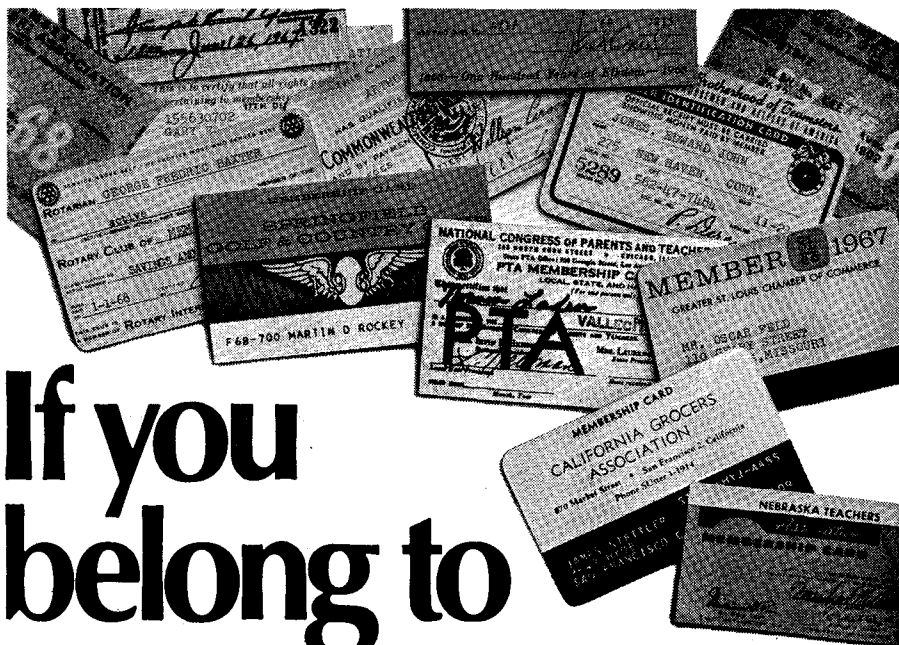
NIRA is one of six national organizations cooperating in this program. The others are: The Amateur Athletic Union; the American Association for Health, Physical Education & Recreation; the National Collegiate Athletic Association; the National Recreation & Park Association; and the United States Junior Chamber of Commerce.

Modest Travel Tax Approved by House

After much debate on the controversial foreign travel tax requested by the Administration, the House of Representatives finally agreed on a "bare bones" substitute measure that puts a five percent ticket tax on all overseas airline flights, similar to the one now imposed on domestic flights. The bill also reduces from \$100 to \$10 the amount of duty-free goods that travelers abroad can bring home.

Not included in the bill was the Administration's original request that a graduated tax be put on virtually all tourists outside the Western hemisphere who spent more than \$7 a day.

The five percent tax on overseas air fares will not be retroactive. There will be no tax on any tickets that are bought and paid for before the law takes effect — even if the trip is made later.



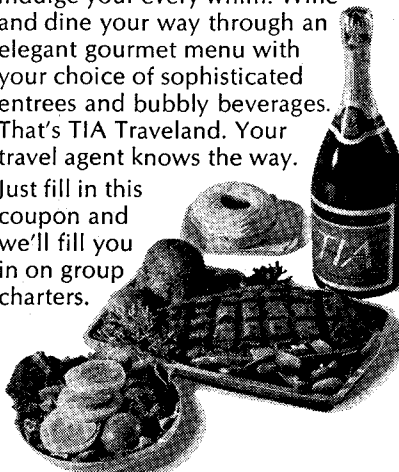
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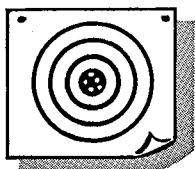
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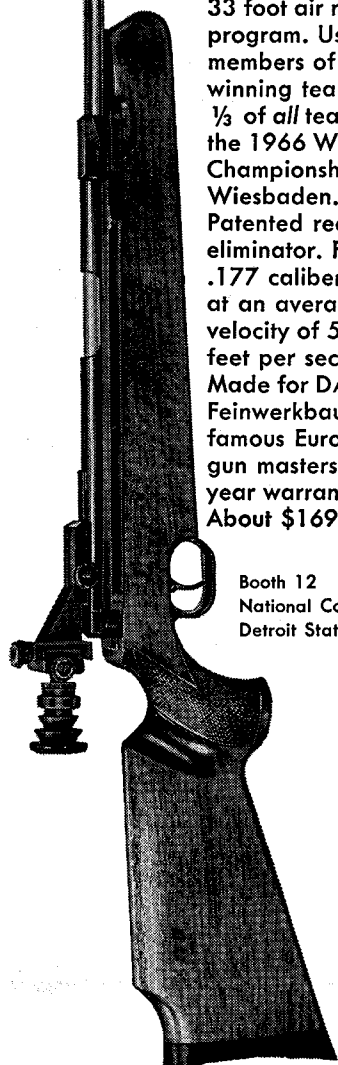
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5:05-5:50 P.M.—Each Of The Four Above Panels Will Be Repeated To Enable You To Attend Two Of The Four Sessions Offered.

6:00 P.M.—Dinner Open

8:30-Midnight—GS 503—"WELCOME TRAVELER RECEPTION" Hilton II

Sponsor—NIRA Travel Council & Eastman Kodak Co.

Music—Michigan Bell Band

Chairman—Dr. T. Shanahan, Towne House Travel, Detroit, Michigan

SUNDAY — JUNE 16

9:00 A.M.-5:00 P.M.—REGISTRATION Foyer

9:00-10:00 A.M.—EXHIBITS Ballroom

10:00-10:45 A.M.—OUTDOOR SPORTS PANEL

OR 201—GOLF Hilton I

Chairman—Dr. Clarence Gillaugh, NCR, Dayton, Ohio—"Advantage of Company-Owned Facility"

Panel—Dr. Thomas Z. Jones, Wright Patterson AFB, Dayton, Ohio—"Planning and Developing the Course"

Dr. John Hoppes, IBM Corp., Endicott, N.Y.—"Organization of Staff-Supervision—Office—Pro-Shop—Course"

Dr. Richard Cook, The duPont Country Club, Wilmington, Del.—"Activity Committees—Leagues—Tournaments—Handicaps—Reserved Tee Times—Casual Play"

OR 202—SOFTBALL & BASEBALL Hilton II

Chairman—Dr. Howard Honaker, Faultless Rubber Co., Ashland, Ohio

Panel—Dr. Arthur R. Brauer, Raybestos Div., RM, Inc., Bridgeport, Conn.

Dr. Fritz Merrill, Olin Mathieson Chem. Corp., Pisgah Forest, N.C.

Dr. Roy Ellington, Kaiser Alum. & Chem. Corp., Ravenswood, W. Va.

Dr. Charles Smiley, Faultless Rubber Co., Ashland, Ohio

OR 203—TENNIS, ARCHERY & HORSESHOES Hilton III

Chairman—Dr. L. Jarl, Gen. Dynamics/Ft. Worth, Ft. Worth, Texas

Panel—Dr. Tom Joyce, Allison Div., GMC, Indianapolis, Ind.—"Horseshoes-Indoor & Outdoor"

Dr. William P. O'May, Flick-Reedy Corp., Bensenville, Ill.—"Archery"

Dr. Kenneth Gullikson, A.C. Electronics, GMC, Milwaukee, Wisc.—"Tennis"

OR 204—TRAP & SKEET Statler I

Chairman—Dr. Robert Bauer, Armco Steel, Middletown, Ohio—"Factors to Consider in Administration of an Industrial Trap Club"

Panel—Dr. Lowell Jones, Olin Mathieson Chem. Corp., East Alton, Ill.—"Organization of an Industrial Skeet Club"

Dr. Ken Kellough, North American Rockwell Corp., El Segundo, Cal.—"Administration of Industrial Skeet Program"

OR 205—HOCKEY, CURLING & SKATING Statler II

Chairman—Dr. Byron S. Edmondson, General Motors of Canada, Ltd., Oshawa, Ont., Can.

Panel—Dr. W. A. Barnes, McKinnon Industries Ltd., St. Catharines, Ont., Canada—"Hockey"

Dr. J. W. Lannan, Manufacturers Life Ins. Co., Toronto, Ont., Can.—"Curling"

Dr. A. M. Dick, Dominion Foundries & Steel, Ltd., Hamilton, Ont., Can.—"Broomball"

Dr. John Gentile, TRW, Cleveland, Ohio—"Skating"

10:50-11:35 A.M.—Each Of The Five Above Panels Will Be Repeated To Enable You To Attend Two Of The Five Sessions Offered.

11:35-12:30 P.M.—EXHIBITS Ballroom

12:30-2:30 P.M.—NIRA AWARDS LUNCHEON Hilton I, II, III

Host—Canteen Corporation

Chairman—Dr. Ken Kellough, North American Rockwell Corp., El Segundo, Cal.

Entertainment—Pianist—Ray King

2:30-3:15 P.M.—EXHIBITS Ballroom

3:15-6:15 P.M.—GS 602—TOUR GM TECH CENTER

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Among the featured participants at the recent Industrial Recreation Workshop sponsored by Olin Corp. at its Westerner Club in East Alton, Ill. were (from left): Don Neer, NIRA's Executive Director; Jack Philbrick, Director of Parks & Recreation, Alton, Ill.; Lowell Jones, Supervisor of Employee Activities, Olin Corp.; and Dr. Zadia Herrold, Associate Professor of Education, Southern Illinois University in Edwardsville. Over 30 industrial recreation administrators from the Greater St. Louis area attended this successful program.



Entertainment—Steel Bandits—Grace Line

Chairman—Dr. Don Swanston, GM Eng. Staff, Detroit, Mich.

6:15-7:30 P.M.—DINNER OPEN

7:30-9:00 P.M.—GS 603—GENERAL SESSION
"THIS IS NIRA" Hilton I, II, III

Chairman—Dr. Larry Deal, Inland Mfg. Co., Dayton, Ohio

MONDAY — JUNE 17

8:00 A.M.-5:00 P.M.—REGISTRATION Foyer

8:00-9:00 A.M.—GS 701—CERTIFIED INDUSTRIAL RECREATION ADMINISTRATORS BREAKFAST
 Michigan

Host—Michigan Consolidated Gas Co.

Speaker—Dr. R. C. Havel, Dir. Health, Phys. Ed. & Recreation, Wayne State Univ. "Recreation and the Professional"

8:30-9:30 A.M.—EXHIBITS Ballroom

9:30-10:15 A.M.—INDOOR SPORTS PANELS

IR 206—BOWLING Hilton I

Chairman—Dr. Earl Schreiber, Timken Roller Bearing Co., Canton, Ohio

Panel—Dr. Charles Placek, Motorola Inc., Phoenix, Ariz.

Dr. Jack Neubauer, N.J. Bell Tel. Co., Newark, N.J.

Dr. George Novotny, North American Aviation Inc., Columbus, Ohio

Dr. Henry P. Sopka, TRW, Inc., Cleveland, Ohio

IR 207—BASKETBALL, VOLLEYBALL, BADMINTON
 Hilton II

Chairman—Dr. E. Richard Larsen, Kohler Co., Kohler, Wisc.

Panel—Dr. Ed Bruno, 3M Co., St. Paul, Minn.—"Volleyball & Badminton"

Dr. David Mayer, Cutler-Hammer Co., Milwaukee, Wisc.—"Volleyball & Badminton"

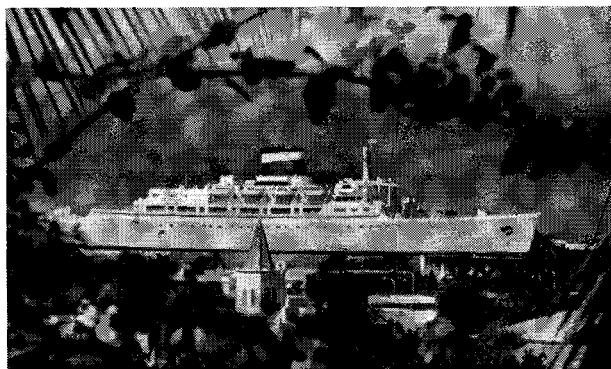
Dr. William Quilty, Inland Mfg. Div., GMC, Dayton, Ohio—"Basketball"

Dr. Robert Glover, Delco Radio Div., GMC, Kokomo, Ind.—"Basketball"

IR 208—BILLIARDS & TABLE TENNIS Statler I

Chairman—Dr. John Meyer, Motorola, Inc., Chicago, Ill.

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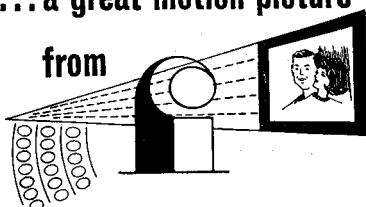


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Panel—Dr. C. J. Moyer, Eastman Kodak Co., Rochester, N.Y.—"Table Tennis"

Dr. Thomas Kanary, Jr., Dow Chemical Co., Midland, Mich.—"Table Tennis"

Dr. Joseph DiMatteo, Delco Moraine Div. GMC, Dayton, Ohio—"Billiards"

Dr. Nick Maras, Brunswick Corp., Anaheim, Cal.—"Billiards"

IR 209—GYMNASTICS & PHYSICAL FITNESS Statler II

Chairman—Dr. Charles Bloedorn, Goodyear Tire & Rubber Co., Akron, Ohio

Panel—Dr. Gary McCormick, PERA Club, Salt River Project, Phoenix, Ariz.

Dr. Don Hamrock, Wright Patterson AFB, Dayton, Ohio

Dr. Dean D. Miller, Physical Fitness, Inc., Fullerton, Cal.

10:20-11:05 A.M.—Each Of The Four Above Panels Will Be Repeated To Enable You To Attend Two Of The Four Sessions Offered.

12:15-2:00 P.M.—GS 702—NIRA REGIONAL LUNCHEONS

Sponsor—Prophet Foods Company

Region I—East Michigan

Chairman—Dr. R. J. Benn, Grumman Athletic Assoc., Bethpage, N.Y.

Recorder—Dr. Arthur Brauer, Raybestos Co., Stratford, Conn.

Region II—Midwest Statler II

Chairman—Dr. Dan Zieverink, General Electric Co., Cincinnati, Ohio

Recorder—Dr. Charles Cunningham, U.S. Dept. of Agriculture, Washington, D.C.

Region III—Midwest Statler I

Chairman—Dr. R. Fred Canaday, General Motors Corp., Detroit, Mich.

Recorder—Dr. Dale Shaffer, Delco Remy Div., GMC, Anderson, Indiana

Region IV—South Parlor D

Chairman—Dr. William West, Pharr Yarns, McAdenville, N.C.

Recorder—Dr. A. Bennie Cunningham, Groves Thread, Gastonia, N.C.

Region V—Upper Midwest English

Chairman—Dr. Max Dodson, Beloit Corp., Beloit, Wisc.

Recorder—Dr. E. Richard Larsen, Kohler Co., Kohler, Wisc.

Region VI—Southwest Parlor E

Chairman—Dr. Richard T. Daniel, Texas Instruments, Inc., Dallas, Texas

Recorder—Dr. Bert Granville, McDonnell Douglas Corp., St. Louis, Missouri

Region VII—West Parlor F

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Chairman—Dr. Charles Placek, Motorola, Inc., Phoenix, Ariz.

Recorder—Dr. C. Stanley Locke, Jet Propulsion Laboratory, Pasadena, Cal.

Region VIII—Canada

Ivory

Chairman—Dr. A. Murray Dick, DOFASCO, Hamilton, Ont., Canada

Recorder—Dr. G. LaGrave, Canadair, Montreal, Quebec, Canada

2:00-3:30 P.M.—EXHIBITS

Ballroom

3:30-4:15 P.M.—FAMILY CLUBS I PANELS

FC 301—CAMPING

Hilton I

Chairman—Dr. Robert Delius, Tennessee Eastman, Kingsport, Tenn.—“Designing A Camp Ground”

Panel—Dr. Robert Mason, PERA Club, Salt River Project, Phoenix, Ariz.—“Camping in Industry”

Dr. Dan Zieverink, General Electric, Cincinnati, Ohio—“Should An Industry Furnish Campsites?”

Dr. Clark Fishel, Texas Instruments, Dallas, Texas—“Pitfalls of a Camp Ground Operation”

Dr. Joe Shoemaker, Guide Lamp Div. GMC., Anderson, Ind.—“C.B. Communications Programs”

FC 302—BOATING & FISHING

Hilton III

Chairman—Dr. Richard Daniel, Texas Instruments, Inc., Dallas, Texas

Panel—Dr. George Rettig, Ford Motor Co., Dearborn, Michigan—“Organization of Boating Clubs”

Dr. Norm King, Lockheed-Georgia, Marietta, Ga.—“Administration of Boating Clubs”

Dr. George Schmiedel, General Dynamics/Convair, Pomona, Cal.—“Programming for Boating Clubs”

Dr. A. Murray Dick, Dominion Foundries & Steel Ltd., Hamilton, Ont., Can.—“Fishing Clubs Operations”

FC 303—PICNICS AND CHRISTMAS PARTIES

Statler I

Chairman—Dr. Martha Daniell, Nationwide Ins. Co., Columbus, Ohio

Panel—Dr. Mel C. Byers, Owens-Illinois, Toledo, Ohio—“The Company-Wide Picnic”

Dr. Al Bryant, GM Proving Grounds, Milford, Mich.—“Christmas Parties—The Winter Picnic”

Dr. Lillian Lockenvitz, State Farm Mutual Auto Ins., Bloomington, Ill.—“Picnic Playdays—Men, Women, Family”

Dr. George Novotny, North American Aviation, Inc., Columbus, Ohio—“Departmental & Small Group Picnics”

FC 304—HOBBIES

Statler II

Chairman—Dr. Ken Leonard, LERA, Sunnyvale, Cal.

Panel—Dr. Thomas Joyce, Allison Div., GMC, Indianapolis, Ind.—“Hobby Classes”

Dr. William P. O'May, Flick-Reedy Corp., Bensenville, Ill.—“Ceramics”

Dr. P. J. McCarthy, Chicago Park District, Chicago, Ill.—“Camera Clubs”

4:20-5:05 P.M. The above four panels will be repeated to enable you to attend two of the four sessions offered.

5:05-7:30 P.M.—Dinner Open

7:30-9:30 P.M.—GS 703—SKI CLUBS—U.S. SKI ASSOCIATION

Hilton I, II, III

Chairman—Dr. T. Shanahan, Towne House Travel, Detroit, Mich.

Speaker—Dr. Robert Beattie, Coach U.S. Olympic Ski Team, Colorado Springs, Colo.

Dr. Tom Joynt, Exec. Dir., U.S. Ski Assoc., Central Division, Traverse City, Mich.

TUESDAY — JUNE 18

8:00 A.M.-12:00 Noon—REGISTRATION Foyer

8:00-9:00 A.M.—EXHIBITS

Ballroom

9:00-9:45 A.M.—FAMILY CLUBS II PANELS

FC 306—CARD CLUBS

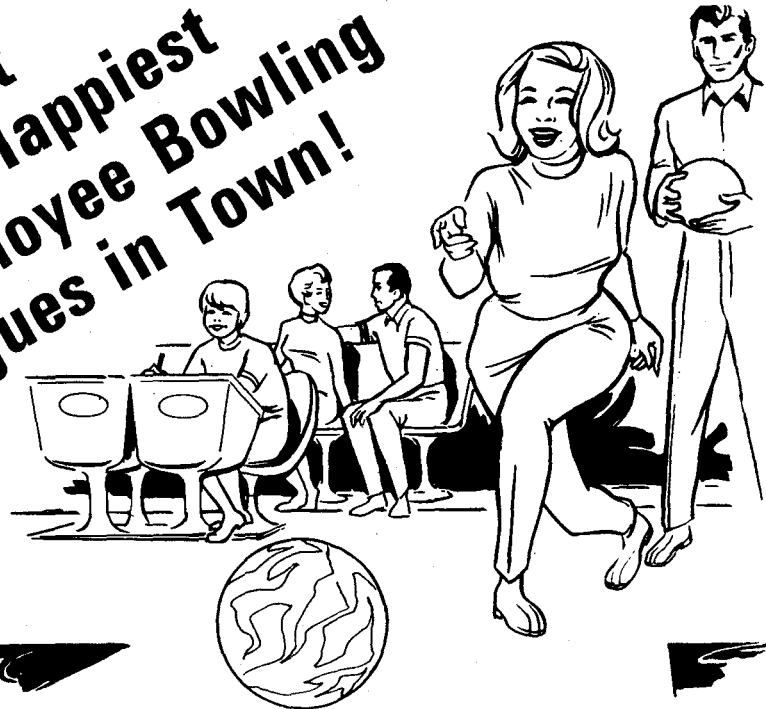
Hilton I

Chairman—Dr. C. Valentine, Jr., Prudential Life Ins. Co., Newark, N.J.

Panel—Dr. Sherman P. Forbes, Oldsmobile Div., GMC, Lansing Mich.—“Cribbage”

Dr. Kenneth E. Gullikson, AC Electronics, Div. GMC, Milwaukee, Wisc.—“Sheepshead”

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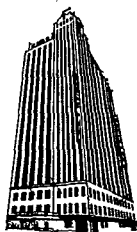
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Dr. C. James Moyer, Eastman Kodak Co.,
Rochester, N.Y.—"Euchre"

Dr. R. Fred Canaday, General Motors Corp., De-
troit, Mich.—"Bridge"

FC 307—DANCE (BALLROOM & SQUARE)
Hilton III

Chairman—Dr. Ted Scandurra, Equitable Life
Assurance Society, N.Y., N.Y.

Panel—Dr. Zarmair Shepherd, Foster Grant Co.,
Leominster, Mass.

Dr. Howard Golden, Metropolitan Life Ins. Co.,
New York, N.Y.

FC 308—RETIREE CLUBS Statler I

Chairman—Dr. Hugh Knott, Delco Products, Div.
GMC, Dayton, Ohio

Panel—Dr. R. E. Eppley, Cummins Engine Co.,
Inc., Columbus, Ohio

Dr. Warren Wallgren, Theo. Hamm Brewing Co.,
St. Paul, Minn

Dr. Robert Long, LERA, Sunnyvale, Cal.

FC 309—AMATEUR RADIO Statler II

Chairman—Dr. Harold Fasig, Frigidaire Div.
GMC, Dayton, Ohio

Panel—Dr. Wm. B. Medcalf, Frigidaire Div.
GMC, Dayton, Ohio—"The Firebird Amateur
Radio Club"

Dr. Les Murray, Cadillac Div. GMC, Detroit, Mich.
—"Amateur Radio is for Amateurs"

Dr. John Holtom, Fisher Body, Pontiac, Mich.
GMC—"Service Projects"

Dr. Harry Deem, Chevrolet Div. GMC, Detroit,
Mich.—"Organization of an Amateur Radio
Club"

9:50-10:35 A.M.—The above panels will be re-
peated to enable you to attend two of the four
sessions offered.

10:35-12:15 P.M.—EXHIBIT HALL JAMBOREE
Ballroom

12:15-2:15 P.M.—GS 801—LUNCHEON
Hilton I, II, III

Host—General Motors Corporation

Chairman—Dr. R. Fred Canaday, General Motors
Corp., Detroit, Mich.

Speaker—Dr. Richard Bates "How to Live 100
Years Happily"

Music—Ginny Siebert and Jeanie Daar

3:00-4:30 P.M.—GS 802—NIRA Annual Meeting
Hilton I, II, III

Election of Officers

Chairman—Dr. Patrick Feely, NIRA President,
The Falk Corp., Milwaukee, Wisc.

7:00-7:30 P.M.—RECEPTION Wayne Room

Host—Chrysler Corporation

7:30-9:00 P.M.—NIRA BANQUET Ballroom

9:00-10:00 P.M.—SHOW TIME Ballroom

Eddie Santini "Sounds of the Eras"

10:00-11:00 P.M.—DANCING Ballroom

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Wives Program

SATURDAY — JUNE 15

9:00-9:45 A.M.—GET ACQUAINTED BREAKFAST
Ivory Room

Chairman—Blanche Canaday

Co-Chairmen—Hazel Marshall
Betty Miller
Lois Verner
Marie Abdalla
Marian Pellegri

10:00-11:00 A.M.—OPENING SESSION
Hilton I, II, III

Speaker—Honorable John Conyers, Jr., Con-
gressman, 1st District, Michigan

12:00-2:00 P.M.—LUNCH Hilton I, II, III

Speaker—Captain James Lovell

Host—Automatic Retailers of America

Entertainment—DOFASCO Chorus

2:00-8:30 P.M.—OPEN (Shopping Time)

8:30-Midnite—WELCOME TRAVELER PARTY
Hilton I, II, III

SUNDAY — JUNE 16

Morning—Church of your choice

EXHIBITS

Noon-2:00 P.M.—AWARDS LUNCHEON
Hilton I, II, III

Host—Canteen Corporation

**3:15-6:15 P.M.—TOUR OF G.M. TECHNICAL
CENTER**

(Buses Leave Bagley Avenue Entrance)

7:30-9:30 P.M.—THIS IS NIRA! Hilton I, II III

MONDAY—JUNE 17

8:30 A.M.—BREAKFAST AND FASHION SHOW
N.B.D. Cafeteria

Sponsored by: National Bank of Detroit

Chairman—Marie Abdalla

**12:30 P.M.—DETROIT EDISON BOAT CLUB
LUNCHEON**

(Buses leave Hotel 11:45 A.M.)

Chairman—Marian Pellegri

3:00 P.M.—Return to Statler Hotel

3:30 P.M.—OPEN

7:30-9:30 P.M. SKI CLUBS Hilton I, II, III

TUESDAY — JUNE 18

**9:00 A.M.-11:15 A.M.—BUS RIDE TO POINTS OF
INTEREST**

Chairman—Lois Verner

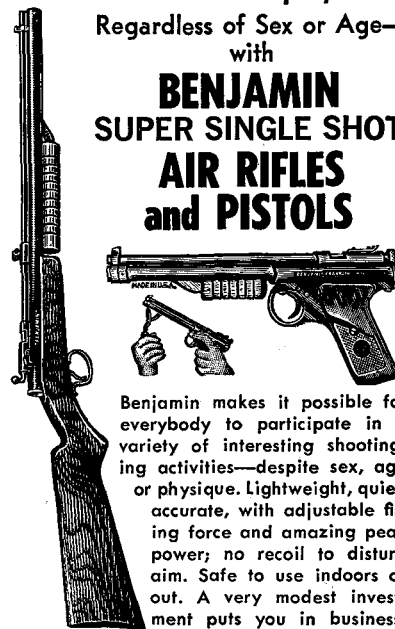
12:15 P.M.—LUNCHEON Hilton I, II, III
continued on page 40

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More Entries in Our "Miss Industrial Recreation" Contest



Easter Bunny helper and activities booster Sandra Stanley of Salt River Project's PERA Club, Phoenix, Ariz.



Judo expert Carolee Pritting of Cutler-Hammer's Airborne Instruments Laboratory, Deer Park, Long Island, N.Y.

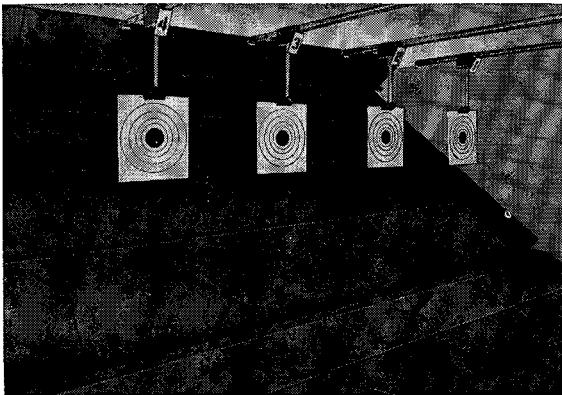


Swimmer and company rodeo queen Mary Ellen Schutte of Kohler Company, Kohler Wis.



Tennis enthusiast Norma Jean Cornman of Litton Systems' Guidance and Control Systems Division, Woodland Hills, Calif.

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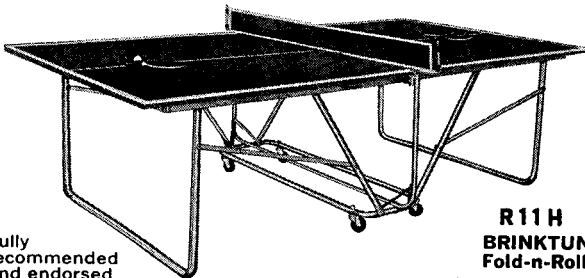
WINDJAMMER CRUISES

P.O. BOX 120, DEPT. 119 • MIAMI BEACH, FLA. 33139



More than 300 Easter baskets, filled to the brim with candy, toys, and special favors by members of the Rockefeller Center Employees Recreation Association, New York City, were turned over to the Salvation Army just prior to the holiday for distribution to needy children. On hand to help Brigadier General James Henderson with the packing chores was Mrs. Peter Rabbit, a friendly five-foot bunny who is known as Mrs. Marion Altlinger the other 51 weeks of the year.

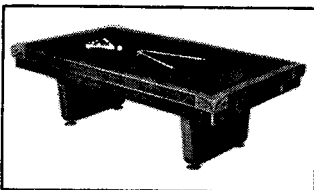
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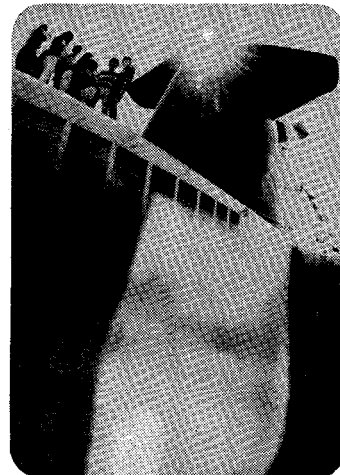
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Excellent opportunity for Recreation Director. You will have full responsibility of supervising and managing a private recreation facility located in Seneca Falls, N.Y., for employees of Goulds Pumps, Inc. The facility includes driving range, tennis courts, swimming pool, etc. Degree with courses in recreation or allied field plus managerial experience preferred. Salary open. Submit resume to Mr. Les Brunskill, Personnel Director, Goulds Pumps, Inc., Seneca Falls, N.Y. 13148.

POSITIONS WANTED

Young man, 26, with B.S. in Education from Kansas State College at Pittsburg seeks position as recreation administrator. Married. Salary, \$7,500.
Box #177—RECREATION MANAGEMENT

Young man, 24, with B.S. in Recreation from the University of Wyoming seeks position as recreation director. Married, one child. Salary, \$7,000.
Box #176—RECREATION MANAGEMENT

Young man, 27, with B.S. in Health & Phys. Ed. from Murray State U. (Ky.) seeks position as recreation supervisor in industrial or community program. Married, one child. Salary open.
Box #175—RECREATION MANAGEMENT

Young man, 23, who will graduate from Texas Tech this June with a Master's degree in Physical Education seeks position as director or assistant of employee recreation program. Married, one child. Salary, open.
Box #174—RECREATION MANAGEMENT

Young man, 23, who graduated from Oregon State University this spring with a B.S. in Recreation seeks an administrative or supervisory position in program planning and operation of employee recreation. Community recreation experience. Married. Salary, \$5,500.
Box #173—RECREATION MANAGEMENT

Young woman, 21, who will graduate in June 1968 from Michigan State University with a B.S. in Recreation seeks a position as Recreation Coordinator in the Detroit area. Practical experience on camp and school levels. Single. Salary, \$7,000.
Box #172—RECREATION MANAGEMENT

Man with administrative experience in municipal recreation program seeks position in the field of Industrial Recreation and Employee Services. BA in Personnel Management from Beloit College. Age 37. Married, two children. Salary open.
Box #171—RECREATION MANAGEMENT

Man with extensive background as director of municipal, industrial, and armed services recreation programs seeks position as industrial recreation director. B.S. in Physical Education and Recreation from University of Georgia. Salary commensurate with position.
Box #170—RECREATION MANAGEMENT

MISCELLANEOUS

GROUP-CHARTER FLIGHT HANDBOOK
—New Guide details: Air fares; charter rates; regulations; Europe, Caribbean, World-wide; how organizers can earn free seats; airline classifications; inexpensive European charter tours. Names 1,100 typical organizations. Free details.
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continued from page 37

Host—General Motors Corp.

Speaker—Dr. Richard Bates—"How to Live 100 Years Happily"

Afternoon—OPEN

7:00 P.M.—RECEPTION Wayne

7:30 P.M.—NIRA BANQUET Ballroom

9:00 P.M.—SHOW TIME Ballroom

10:00 P.M.—11:00 P.M.—DANCING Ballroom

Ambitious Scholars

. . . I am a student at Mankato State College majoring in Recreation Leadership and am president of the Recreation Club here on campus. During our study on industrial recreation, the instructor told the class about the National Industrial Recreation Assn. and *Recreation Management*. As a result, our class would like to belong to your organization and receive its publication on a group basis . . .

This will enable each of us to broaden our background in the field of recreation as well as making us more aware of the things going on in this new and rapidly-growing profession. . .

Ken Smisek
Webster Minn.

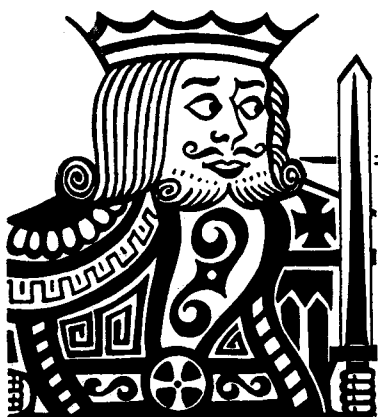
We're certainly flattered that your class wants to use R/M as supplemental reading in your recreation studies. Although NIRA does not have a student membership rate, we do offer students a year's subscription to R/M at half price—\$2.00.

Right Girl, Wrong Plant

Remember Sue Jamieson, the pretty softball catcher, whose photo appeared in last month's issue as an entry in the "Miss Industrial Recreation" Contest? Well, we incorrectly stated that she worked for the Avco Lycoming Division in Stratford, Conn. Sue wants it known that she is a happy employee of the Avco Missile Systems Division in Wilmington, Mass.

Around The Circuit

Joseph W. Lannan has been named NIRA representative for The Manufacturers Life Insurance Company of Toronto, succeeding Stuart M. Marrs. Mr. Marrs tells us that he intends to keep up an active interest in NIRA affairs.



*My dear, last night
with the boys I held
wonderful cards*

*So true, my lord.
You always do.
Whitman's*



Hats off to this year's winners of the NIRA National Bridge Championship Playoff. Whitman is proud to again be the sponsor of this event. And to all NIRA members — have a good time in Detroit!

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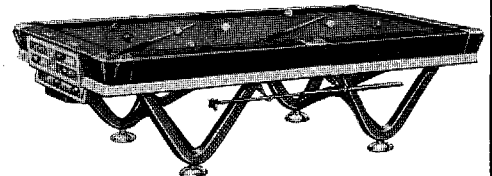
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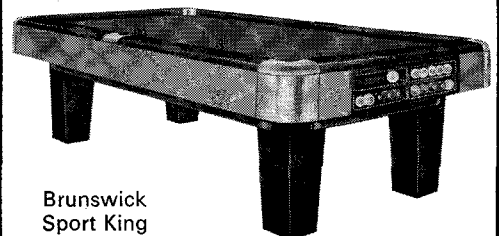
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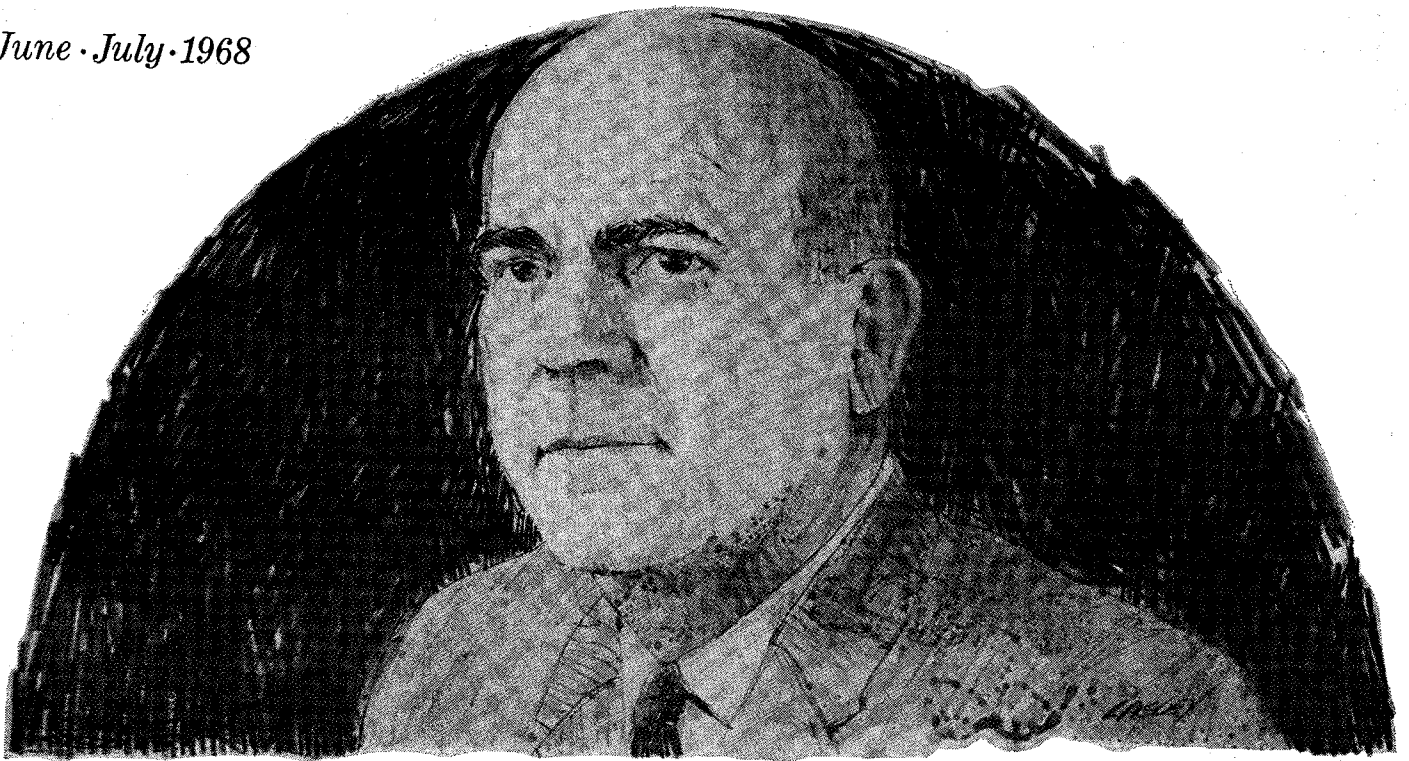


Brunswick
Sport King

Recreation Management

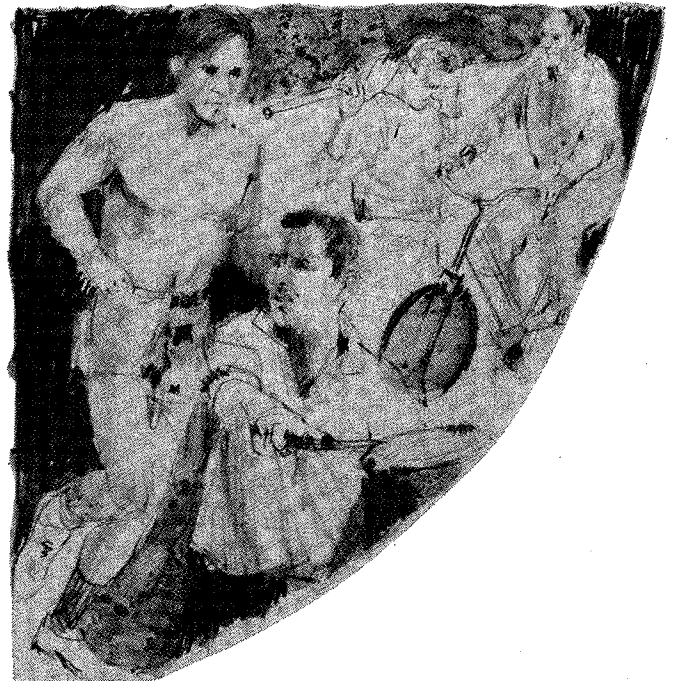
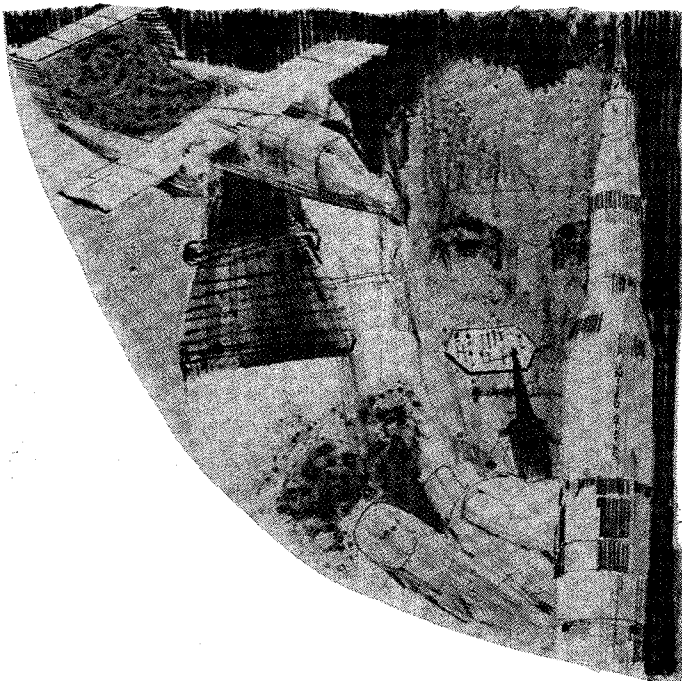
THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

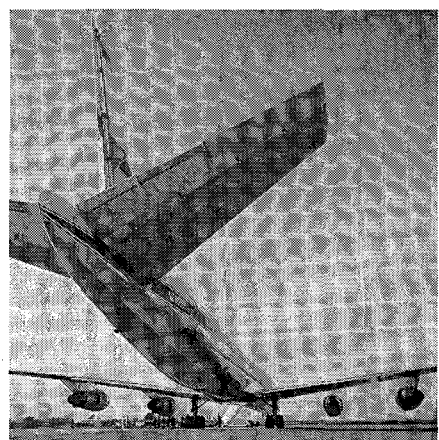
June • July • 1968



IN THIS ISSUE: Physical Fitness
at North American Rockwell

NIRA President 1968-1969
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JUNE-JULY, 1968

Volume 11, Number 5

Ken Kellough, NIRA's new president, is manager of Recreation and Welfare for North American Rockwell

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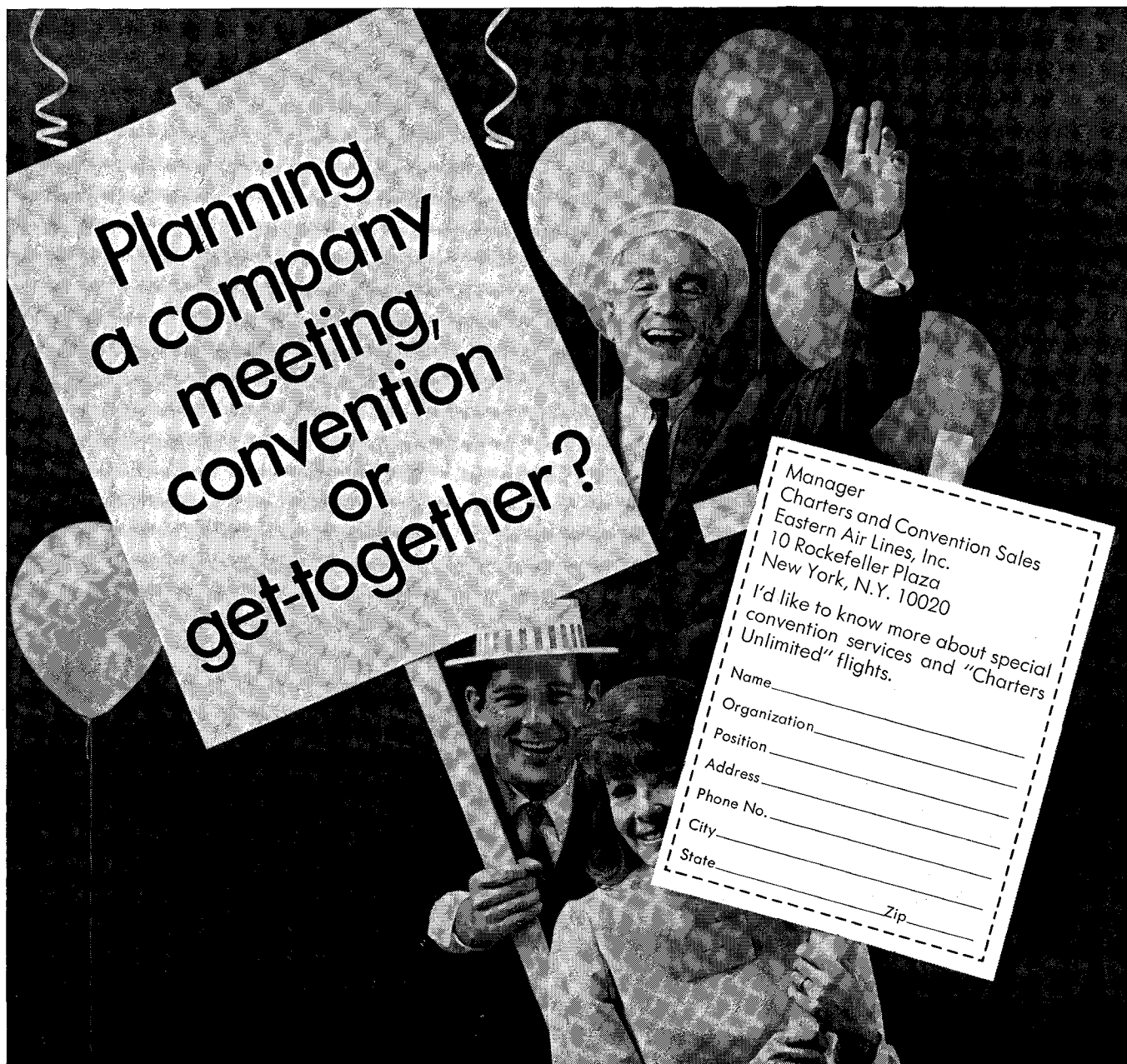


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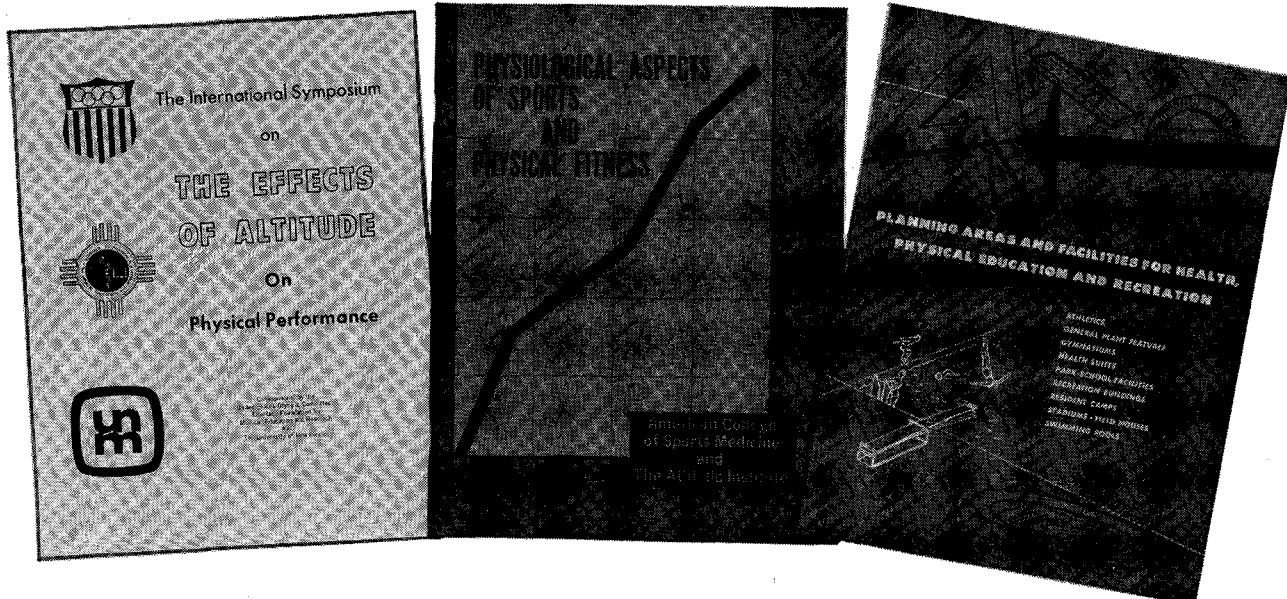
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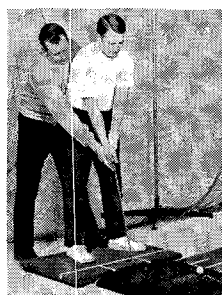
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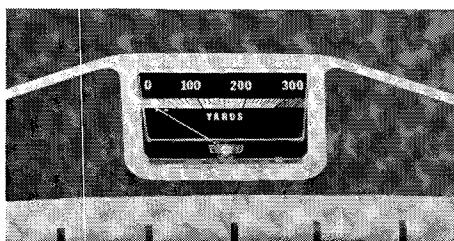
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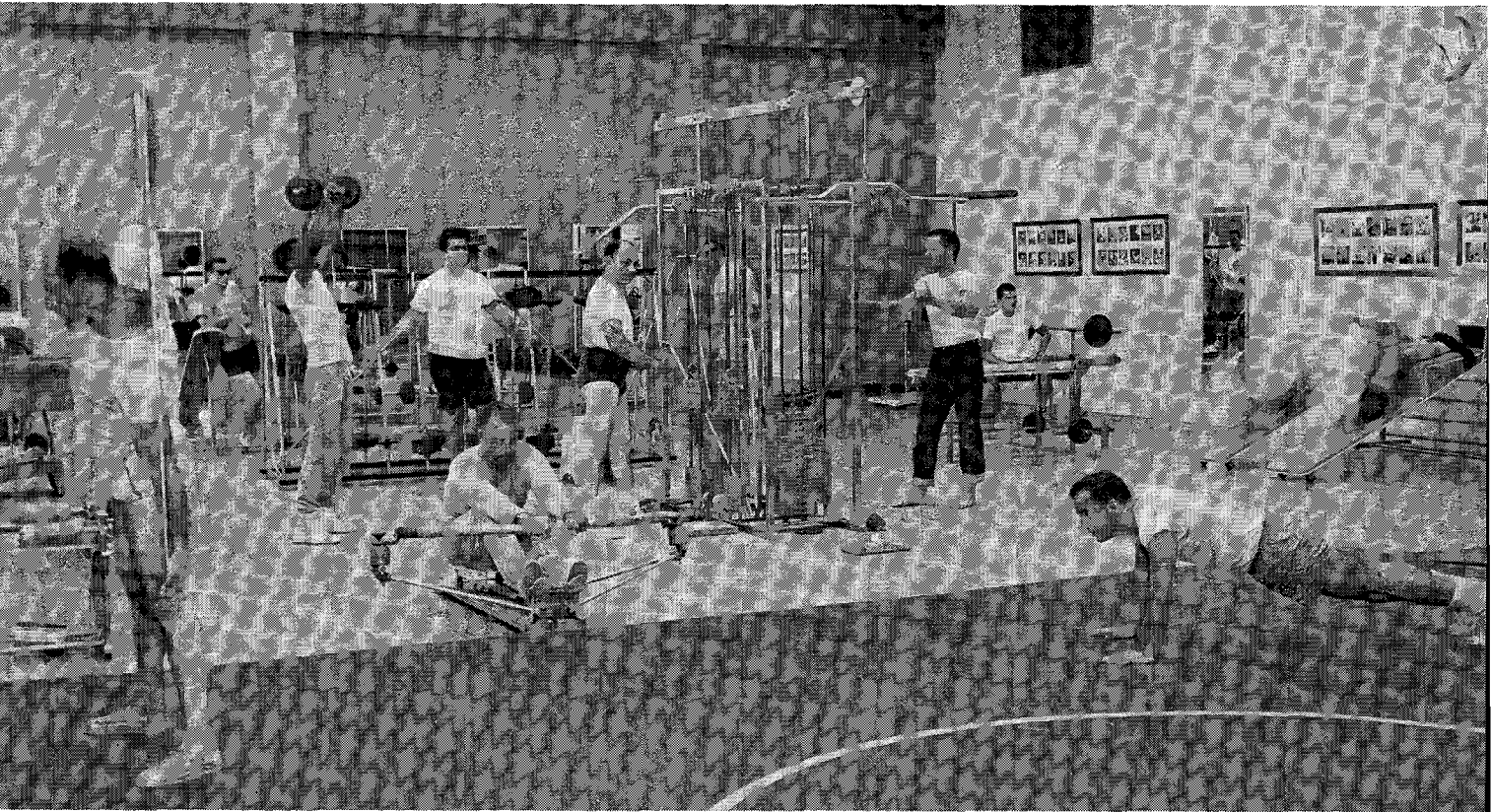
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A Positive Program for Employee Fitness

North American Rockwell workers improve health, increase productivity through the company's well-regulated physical fitness program.

There's a lot of talk these days at North American Rockwell Corporation's Los Angeles Division about cardio-vascular systems, motor fitness, balance, flexibility and other medical-sounding terms which somehow don't seem quite related to an industry involved in the aerospace business. Or does it?

In hearing such terms being used nonchalantly by employees, an outsider might conceive that the company was training its employees for super-sonic flight, or some other task and that this was the result of their training.

Not so. These clinical terms are becoming almost a part of the vocabulary of employees enrolled in the company's new and exciting physical fitness program.

To get a healthy picture of the division's fitness program, however, one has to go back to 1960. That's really when it all began. Company management was becoming aware of the fact that industrial recreation was not just an outlet for the employee, but also benefited the corporate body. It reduced absenteeism, increased daily work capacity and prevented sickness among employees due to lack of exercise.

As J. E. Driskell, the Los Angeles Division's personnel director puts it: "We feel that this is a worthwhile program. Not only does the employee experience better physical and mental health, he is much more productive, thereby helping himself and the company."

The program started out on a small scale; but it wasn't long before positive results were achieved and today, some

4,000 employees and their family members are enjoying a company-supported activity that promises to attract twice that number within the next year.

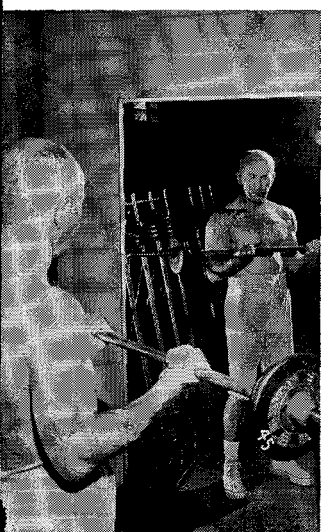
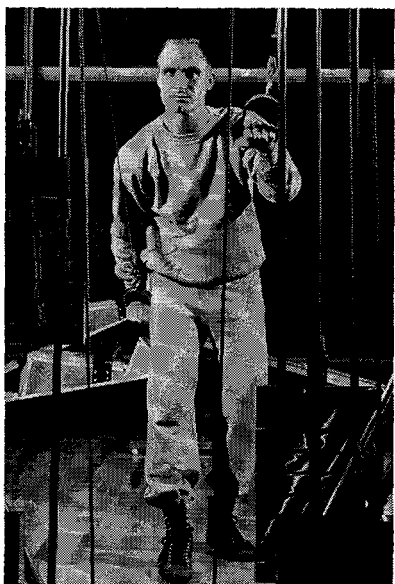
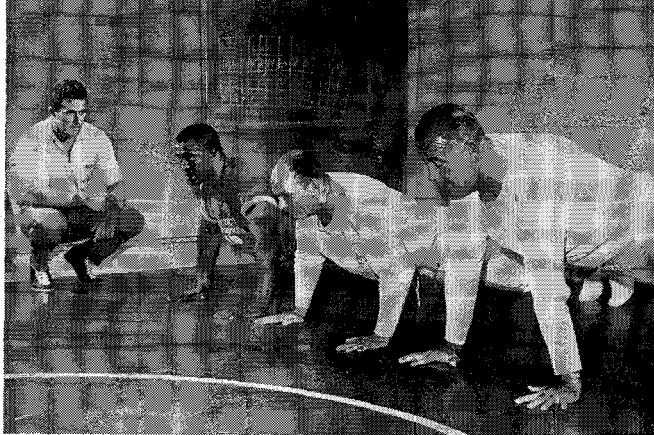
The primary goal is to encourage every employee and family member to participate in a daily fitness program and become aware of the values and potentialities of the human body and to understand the basic principles of exercise; eventually learning their application.

The planners behind the Program are E. A. "Bucky" Emmick, manager of Employee Services and Ken White, personnel representative. Emmick and White, are active physical education men and know the value of exercise. Also, they know how important it is for their company to have healthy employees from the executive to the plant worker.

To ensure management that their program will pay dividends, the industrious pair have spared no effort gathering the needed tools for the job. Over the years, some of the finest and most modern fitness equipment has been installed in the gymnasium. The Recreation Center boasts several clubhouses, track, softball fields, tennis courts, basketball, volleyball, archery field and spacious picnic areas.

However, Emmick and White underscore one particular fact that is not evident in their program, they are not interested in building muscle-men or top athletes.

The first seven years at North American Rockwell's Los Angeles Division was spent in distributing literature, getting the backing of the medical profession, holding meetings,



showing films and talking to individuals. A Century Club was formed and immediately became successful. Object of this club is to record on a large blackboard the number of miles run during a year. Awards are given for distances of 25-50-100 and more miles at monthly meetings. All meetings and discussions held by this club are targeted toward the cardio-vascular area.

"We want to develop the individual's general health on sound scientific principle, both educational and physical. We call it motor fitness and there are six areas where we concentrate: Cardio-Vascular Endurance, Muscular Endurance, Balance, Flexibility, Agility and Power," Emmick states.

An adequate testing system is also an essential part of the program. In part of the program aimed at the executives, a thorough medical is given, then a treadmill test determines the individual's level of cardio-vascular efficiency. A pulmonary function test checks the individual's lung capacity and possible airway obstructions. The executive is then put on a program based on his starting physical level.

The basic program, according to Emmick and White, requires each person to secure the recommendation of his family doctor before enrolling.

The first session agenda for the newcomer is as follows:

1. 20 minute talk presented by fitness advisor on "why to exercise," general rules of the program, introductions and awards system.
2. 30 minutes — testing program —
3. 10 minutes light calisthenics and walking.

It is organized into five squads based upon a color code representing various levels of fitness.

- Green Squad — Novice
- Red Squad — Average
- Blue Squad — Better
- Gold Squad — Good
- Purple Squad — Outstanding

Participants are encouraged to advance through the color system; however, should an enrollee choose to remain at one level of fitness, he is welcome to do so.

Training programs are posted for each squad and based upon a time element ranging from 20 to 60 minutes.

All training programs are organized into three periods based on a light, medium and heavy workout for each squad.

Warm up — 10 to 20 minutes of gradual, light rhythmic exercises.

Hard Exercising — 5 to 30 minutes of hard work.

Warm Down — Tapering off period of 5 to 15 minutes following hard exertion.

The time element is determined by the squad the individual is working in.

GREEN SQUAD

- Light Workout — 20 Minutes A minimum of 2 and not
- Medium Workout — 30 Minutes more than 3 sessions per
- Heavy Workout — 40 Minutes week

RED SQUAD

- Light Workout — 25 Minutes A minimum of 2 and not
- Medium Workout — 35 Minutes more than 4 sessions per
- Heavy Workout — 45 Minutes week

continued on page 10

BLUE SQUAD

Light Workout — 30 Minutes 3 to 5 sessions per week.
Medium Workout — 40 Minutes
Heavy Workout — 50 Minutes

As noted, participants must complete a certain number of training sessions within a certain period of time, before qualifying for the test in each squad.

Wall charts are posted in the gym for each squad with participant marking the day and month of each workout on the chart.

Training sessions have been developed using the six areas of motor fitness as the guide. Emphasis has been placed, however, upon the areas of cardio-vascular endurance and flexibility.

The training programs are changed every two weeks — and here is a sample of an average workout session.

GREEN SQUAD

Monday — Medium Workout
Tuesday — Light Walking 20+ Minutes
Wednesday — Heavy Workout
Thursday — Light Walking
Friday — Light Workout
Weekend — Golfing — Gardening — Dancing

LIGHT TRAINING SCHEDULE 20 Minutes

1. Calisthenics — 5 minutes of warm up Arm Swinging 30 seconds, Knee Presser, Trunk Turning, Trunk Rotation, Body Curl, Trunk Forward Bending — Repeat Each Exercise 8 Times.
2. Hard Work Period 10 Minutes
Brisk Walk — 440 yards 5 Minutes
Body Curl 8 Times
Brisk Walk — 440 yards 4 Minutes
Modified Push Ups — 8 Times
3. Light Walk — 440 Yards 6 Minutes (Warm Down) Shower

MEDIUM TRAINING SCHEDULE 30 Minutes

1. Walking Calisthenics — 9 Minutes (Warm Up)
This includes walking and the light workout calisthenics program including body curls and modified push ups 12 times each
2. Hard Work Period — 15 Minutes Total Distance 1 Mile

| | | |
|--------------------|-------------|------------------|
| A. Flat Footed Jog | 55 Yards) | (Repeat 4 times) |
| Walk | 55 Yards) | |
| B. Skip | 25 Yards) | (Repeat 4 times) |
| Jog | 30 Yards) | |
| Walk | 55 Yards) | |
| C. Jog | 110 Yards) | (Repeat 2 times) |
| Walk | 55 Yards) | |
| D. Jog | 220 Yards) | (Repeat 2 times) |
| Walk | 55 Yards) | |
3. Warm Down 6 Minutes
Walk 440 Yards
Shower

HEAVY TRAINING SCHEDULE 40 Minutes

1. Walking Calisthenics 10 Minutes

Same as medium schedule except increase repetition to 16-20 times.

2. Hard Work Period 22 Minutes Distance — 1½ Miles

- | | | |
|--------------------|--------------|------------------|
| A. Flat Footed Jog | 55 Yards) | (Repeat 2 times) |
| Walk | 55 Yards) | |
| B. Skip | 25 Yards) | (Repeat 4 times) |
| Jog | 30 Yards) | |
| Walk | 55 Yards) | |
| C. Jog | 110 Yards) | (Repeat 2 times) |
| Walk | 55 Yards) | |
| D. Jog | 220 Yards) | (Repeat 2 times) |
| Walk | 55 Yards) | |
| E. Jog | *440 Yards) | (Repeat 2 times) |
| Walk | 110 Yards) | |

*Work for 2-2½ Minute Quarters

3. Warm Down 8 Minutes

- | | | |
|------|-----------------------|------------------|
| Jog | 55 Yards) | (Repeat 2 times) |
| Walk | 110 Yards) | |
| Walk | To finish time period | |

Testing is performed by the fitness advisors. The key is to have the participant demonstrate to himself and measure his performance against the standards set in his squad.

The test for the Green Squad or Novice Group is composed of the following items:

Three Minute Step Test — This is a means of finding out if the cardio-vascular system is responding to the training and is a simple indication of the individual's circulatory system.

An individual should record a pulse rate of 100 or under, after completing 24 steps per minute on a 12" bench for three minutes with a one minute rest.

880 Yard Non-Stop Jog — Also a cardio vascular test — there is no time limit but the individual must keep moving. A flat footed, short stride jog is recommended.

Flexibility — Three areas of flexibility are tested; trunk flexion, trunk extension and arm extension covering the shoulders, back and hip areas.

Balance Test — Consist of a diver's stance held for 20 seconds with eyes closed and on toes.

Muscular Endurance — Is tested with participants required to do 20 body curls and 20 modified push ups. No test for power or agility is given to the novice group.

After an individual has passed the Green Squad requirements, he is moved to the Red Squad and the training programs become longer and gradually intensified as is the case with each step in the color code system.

Although the training routines for the Green Squad may seem mild, it must be realized that many a willing participant has been discouraged by over exercising at the beginning and quitting the program, never to be seen again.

The intent of the program is to give the employees the freedom to exercise according to their particular physical abilities, yet work hard enough to see significant changes. Competition is avoided and the motto of "Train Don't Strain" pervades during the training sessions.

Participants are made aware that they must face the fact that there are no short cuts and that it may take at least three to six months of hard work to reach an adequate level of fitness.

Many men and women will be able to complete the requirements of the first three squads. Some may reach the Gold group. The last squad (Purple) is recommended for men only, ages 45 and under — These men must be well-conditioned before they begin the test program.

Many factors will determine which squad an employee will be able to accomplish:

1. Desire to Improve
2. Age
3. Sex
4. Height
5. Weight
6. Previous Conditioning
7. Size and Length of Your Bone Structure
8. Location of Muscles and Their Attachments
9. Number of Muscle Fibers
10. Fatigue Tolerance

The important point is that no matter what squad is achieved, *it is vital that they maintain their improvement!*

Although the incentive to achieve personal satisfaction is usually enough to provide the necessary motivation to improve, an awards program has been set up.

Participants upon completing the necessary requirement within their squad, become eligible to purchase a gym type "T" shirt and trunks at a low cost corresponding with the color of the squad.

Special awards are also presented for the following achievements provided participants can first meet the test requirements of the Blue Division.

| | |
|-----|------------------------|
| Run | 1200 miles in one year |
| Run | 75 miles in one week |

| | |
|-----------|------------------------|
| Swim | 500 miles in one year |
| Swim | 26 miles in two weeks |
| Bike Ride | 5000 miles in one year |
| Bike Ride | 200 miles in two days |
| Hike | 50 miles in two days |

The Physical Fitness Program is available at no cost to employees and their immediate family members.

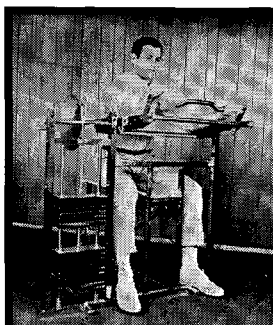
Emmick and White point out that while it is possible to maintain fitness with workouts three times a week, it is better that exercise become a daily habit.

"That a high-level of physical fitness will contribute to the well being of a man and to his effectiveness at work and play has long been preached by physicians, physiologists and physical education instructors."

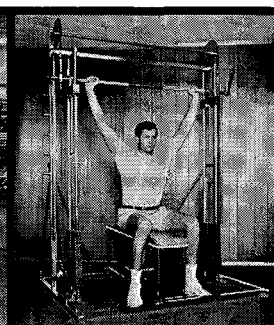
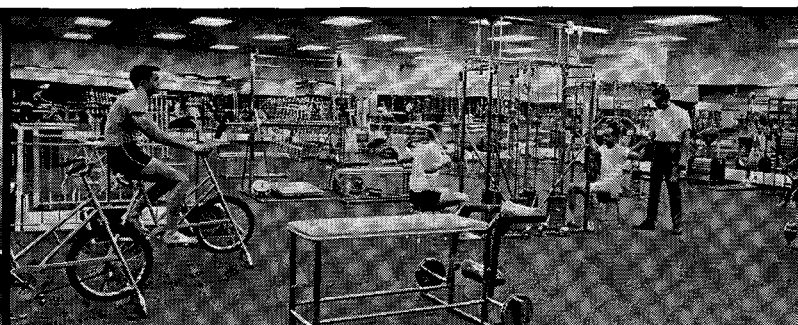
It is obvious that an adequate Physical Fitness Program is vital to both management and labor.

While the above programming may appear that the emphasis in the physical fitness program caters only to the male, this is not true. A trained instructor, Mrs. Loretta Condley, works with the ladies Tuesday and Thursday each week on a prescribed program.

Although this article has dealt only with the programming for the Los Angeles Division employees, it should be pointed out that physical fitness facilities and programming is featured at the Rocketdyne and Atomics International Divisions in Canoga Park, under the direction of Ed Higgins and Harry Martin; at the Space Division at Downey and Seal Beach, under the direction of Jack Rector; at the Auto-netics Division in Anaheim, under the direction of Del Biles, and at the Columbus, Ohio Division, under the direction of George Novotny.



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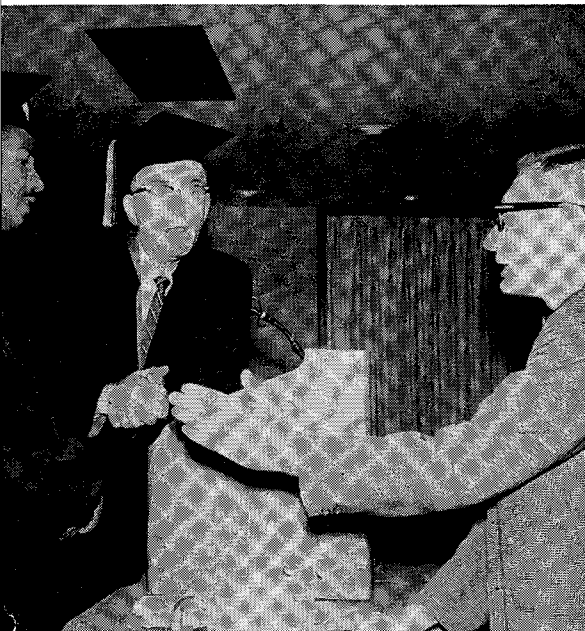
(Photo 1) NIRA's new president, Ken Kellough (center), North American Rockwell Corp., receives the congratulations of outgoing prexy Pat Feely (left) of the Falk Corp. and president-elect Murray Dick of Dominion Foundries & Steel, Ltd. (2) John Wilbern, executive administrator of The President's Council on Physical Fitness and Sports, sounded a health note at the Welcome Luncheon. (3) The annual banquet featured a turned-on revue by "The Sounds of the Eras." (4) The annual Helms Award for the nation's outstanding industrial recreation program was presented to Fred Wilson (left), manager of employee activities for Scovill Manufacturing Co., Waterbury, Conn., by outgoing president Feely. (5) The Detroit Committee did a great job in keeping the Conference running smoothly. C. D. "Doc" Marshall even played traffic cop as delegates boarded buses for the GM Tech Center tour.



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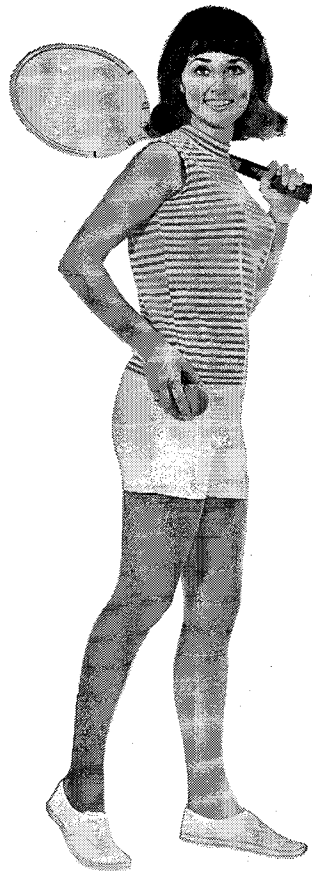
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(Photo 6) The Boston Red Sox dropped by to see some of their favorite recreation directors. From the left: Gene Shine, Plastic Wire & Cable Corp.; Gary Bell, Red Sox; Zarmair Shepherd, Foster Grant Co.; Gene Oliver and Jose Santiago, Red Sox; and Don Neer, NIRA executive director. (7) The exhibit hall was jammed as usual. (8) Keynote speaker at the opening general session, Congressman John Conyers, Jr. (left), is congratulated by John Leslie, (right), 3M Company, as conference chairman Fred Canaday looks on. (9) Bob Beattie, U.S. Olympic Ski Coach, talks with girls from Detroit-area industrial ski clubs after his presentation. (10) Hard-working conference chairman Fred Canaday of General Motors Corp. and his wife Blanche (center couple) indulge in some well-deserved relaxation at the "Welcome Traveler" Reception.

Introducing "Miss Industrial Recreation"



photos by Doyle Whitten
and Tom Stewart

Anita Heider, a 20-year-old, chestnut-haired stunner employed by McDonnell Douglas Corporation of St. Louis, has been named "Miss Industrial Recreation of 1968." She was selected by *Recreation Management* from a field of beauties entered in the contest by companies from throughout the nation.

"When first informed of this honor, I thought Mr. Granville (Bert Granville, McDonnell Douglas supervisor of recreation) was referring to the competition among the 17 candidates from our company," Anita stated. "Then he mentioned the word 'national' and the full significance came through. I was speechless!"

Anita works in McDonnell's Technical Data Section as a clerk-typist on the F-4 Phantom jet fighter program. Without hesitation, she can quote the aircraft's many records and has even developed a better than average understanding of the aerospace engineering terminology with which she comes in daily contact.

Since joining McDonnell in April 1967, Anita has been an avid participant in the company's recreation program, competing on the average of six hours a week in volleyball and softball. The five-foot-seven, 117-pound dynamo plays a tough shortstop and bats .400 as cleanup "man" for the Red Barons, a company-league girl's softball team. Anita is also accomplished in tennis, swimming, and baton twirling and has modeled for a St. Louis department store.

"To me, recreation and sports competition are as important to one's personality as proper rest and diet," says Anita. "They add sparkle to those who might otherwise become bogged down in the work and tensions of modern day living."

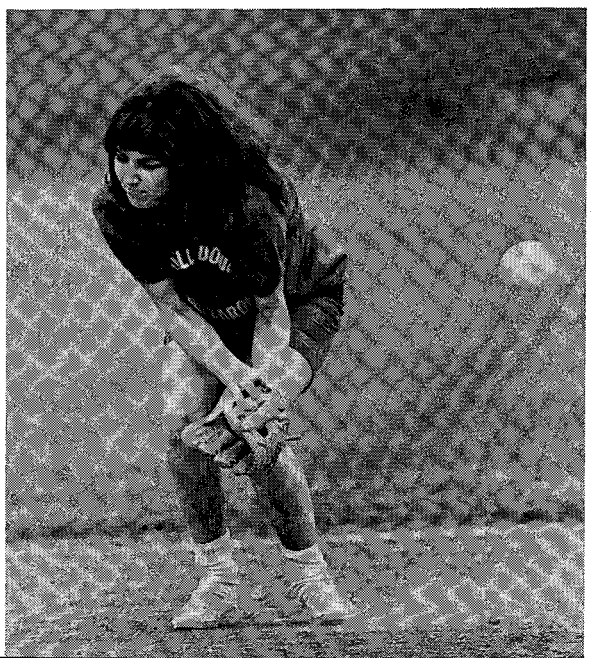
"I enjoy being a part of good teamwork, knowing that success depends on the contributions of others as well as yourself. Among the most valuable lessons in my life are those I've learned in our recreation program here at McDonnell."

McDonnell Douglas, the largest employer in Missouri, has the biggest and most diversified recreation program in the St. Louis area. More than 26,000 of the company's 42,000 St. Louis personnel participated in the program's activities and services last year.

And one of these employees—a very pretty one, indeed—will for the next year represent the thousands of women throughout the nation who participate in company-sponsored employee activity programs. ■ ■



Anita Heider accepts the trophy symbolic of "Miss Industrial Recreation" from NIRA board member Bert Granville, recreation director for McDonnell Douglas.



COMACHE PARK

Showcase of the Northland

by Robert J. D. Wilke



Beautiful stands of shade trees, a private lake, and plenty of well-maintained recreation facilities make Continental Machines' COMACHE Park an ideal spot for an employee to take his family on a day's outing. The park, opened in 1965, has received a great play from the work force.

Statistics can be deceiving. For instance, picture an employees' recreation park, 1,140 acres in size, including a 150-acre private lake, a giant "A" frame club house, a fleet of aluminum boats, complete sports facilities and attendance of over 15,000 people in only 3 months. Now guess the size of the company that owns and operates this park in Minnesota? 5,000 employees? 10,000? Maybe Minnesota Mining or Honeywell, or how about General Mills?

The fact is, you're not even warm. COMACHE Park is the recreation area of Continental Machines, Inc., a machine tool and hydraulics manufacturer in the small town of Savage, Minnesota. Total employment: 700.

Continental Machines, Inc., (CMI) manufactures DoALL machine tools and gaging products. Although it is part of a corporate "family" performing related functions, CMI is completely autonomous in every respect, including its direction of COMACHE Park.

How did a company with only 700 employees come to build such an extensive recreation facility? The answer can be found in the history of COMACHE Park.

History - Development

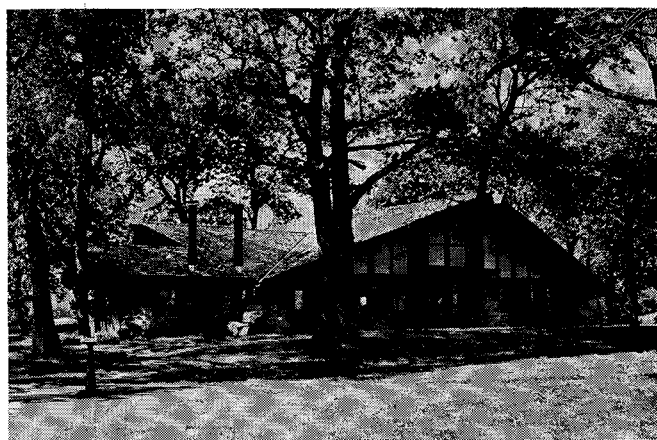
In 1963, James Wilkie, President of CMI, launched a land acquisition program in a local agricultural area. An employee recreation site was only one of *three* goals that guided the program:

- 1) Acquire enough land to provide an *attractive recreation center, insulated from surrounding residential or commercial development.*
- 2) Obtain a contiguous area, preferably with water, large enough to *contribute substantially to the land and wildlife conservation effort of the area.*
- 3) Assure that all land purchased would have a reasonable *appreciation potential* as farm and/or residential property (i.e. protect the investment).

By the summer of 1964, 500 acres had been purchased, including an entire lake and its shoreline, which permitted

CMI to secure State approval for exclusive use and control over public access. This privilege also allowed the company to regulate the lake level, thus leading to the construction of a 16-inch "feeder" well near the lake.

Next came the physical land improvements. Roads were graded, crop lands seeded with grass, and a special 3-acre wooded site on the south shore set aside for special treatment. Here crews of men began to prune trees, level the ground, and clear the way for the park's focal point — the pavilion, picnic and beach area. Architects' renderings led to excavation, and before long the screened "A" frame pavilion was finished, surrounded by fresh green sod, healthy oaks, stone barbecue pits, shuffleboard courts and a sand beach. A total of 5,000 wild flowers were purchased and planted around the area. Young elm saplings and various low trees and shrubs were used to landscape the entrance and open areas. The lake was poisoned to eliminate rough fish, and several thousand full-grown bass and other young game fish were added to replace them.

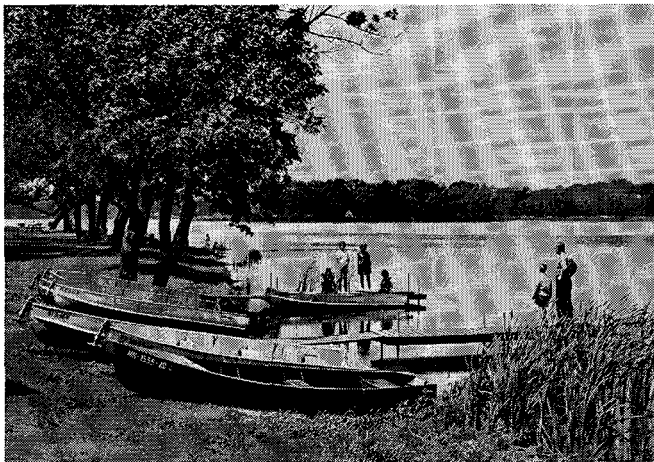


The rustic main pavilion is a popular place on rainy or cool days. In addition to a massive stone fireplace, it houses four indoor barbecue pits complete with forced-air smoke ventilation.



Controlled pheasant hunting on a specially-prepared field a safe distance from the picnic grounds is a highlight of the fall season. This is the only activity where the employee shares part of the expense.

A fleet of pleasure boats for rowing and fishing is maintained by the company. The park completely surrounds a 150-acre lake, which has been stocked with thousands of bass and other game fish.



Land acquisition was by no means complete. But by early winter of 1964 an additional set of goals had to be formulated. The problem: how to introduce the park to CMI employees, gain their support and, more important, generate enthusiasm for the opening the following spring. Certain premises and conclusions were obvious. First, this was not a "shared" benefit; the company was footing the entire cost and therefore could not expect employee involvement based on financial investment. Second, many of the employees lived on farms, or in farm communities, and thus would not be subject to the appeal of the "country" as a relief from their normal surroundings. While city dwellers crave an evening or weekend respite from traffic and smog, the rural resident needs further incentive. And third, area management and rules must be established for order and safety, but they must not inhibit an initial enthusiastic reaction by employees.

At this point, the park was nameless and practically unknown to CMI employees. Therefore, the introduction focused on a plantwide "Name The Park" contest complete with explanation and description of the area, posters, mailed-to-the-home entry blanks, and liberal cash prizes. The effort was all-out, and the results proved rewarding: from only 600 employees, more than 1100 prospective names were submitted. The panel of judges, comprised of community leaders not connected with the company, deliberated until

late April, finally selecting COMACHE for its rustic Indian connotation as well as its clever syllabic derivation: *CO*ntinental *MA*CHines *E*mployees. All told, the contest cost CMI over \$1500, but employee participation and enthusiasm more than justified the expense.

By opening day, June 20, 1965, everyone was eager to go. Special plastic cards had been distributed, one for each employee and one for the employee's husband or wife, with his or her name imprinted along with a serialized number. These cards serve to ensure exclusive use of the area by CMI employees. A 16-page brochure was prepared and sent to each employee's home outlining the history, the list of facilities, and the complete rules and regulations.

Since the park opened in 1965, more than 36,400 persons have registered at COMACHE's entrance gate. By maintaining the facilities in top physical shape, CMI is projecting equal or greater usage in future years.

Area Management

Area management involves three phases, 1) building and grounds maintenance, 2) farming activities on certain acreage, and 3) management of employees' activities. Because these functions are distinct in nature, responsibility is divided among several persons.

Building and grounds maintenance is handled by the company plant engineering supervisor. His responsibilities include lawn and tree care, road maintenance, machinery repair, building additions and repairs, and maintenance of sports facilities, such as tennis courts, softball diamond, etc.

Farming is conducted by one of the men whose farms were purchased as part of COMACHE. He continues to reside on the property but is now on the payroll of CMI and sells all crops on behalf of the company. The revenue derived from the sale of crops is used to defray annual park expenses.

Employee activities are the responsibility of the Resident Manager on the park grounds. He is in turn supervised by the Vice President of Personnel and Public Relations. The Resident Manager is uniformed and is a Deputy County Sheriff. This adds substance to his enforcement of both internal rules and the laws of the community, such as those prohibiting trespassing by non-employees. The Area Manager tenders a full report each week, in writing, to the Personnel Department outlining the attendance and events of the period. He also is responsible for registering all visitors, checking out boats and sporting equipment, and keeping the pavilion and rest rooms in orderly condition.

Park Facilities

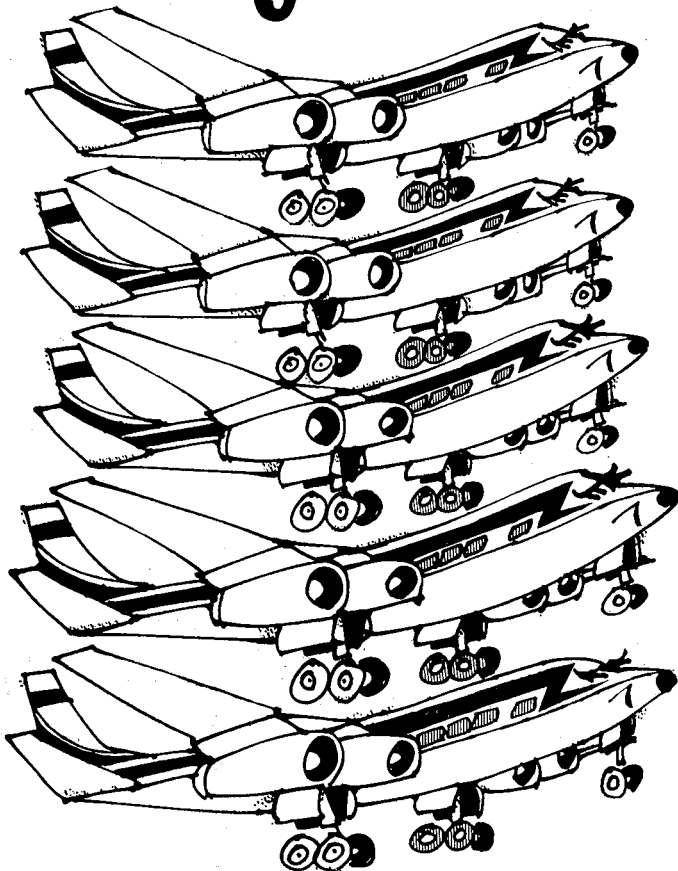
Three principal buildings serve the employees' needs. The main pavilion is used as a rain shelter, or for protection from insects in the evening hours. Redwood tables and benches, as well as a massive stone fireplace, complement the interior. A separate area houses four indoor barbecue pits, complete with forced air smoke ventilation. Charcoal is supplied, free of charge, to all employees.

The bath house serves as both rest room and changing area for the beach. Separate men's and ladies' facilities afford complete privacy and convenience.

The combination boat house-garage houses all boating and sports equipment. Certain maintenance equipment, the central electronic paging system and employees' time clock

continued on page 18

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continued from page 17
are also located here.

Sports facilities include a complete softball diamond, shuffleboard courts, horseshoe pits, a fenced asphalt court for tennis, volleyball and basketball, swimming raft, and an archery range with target bales. There is a playground for small children located adjacent to the picnic area, and an "imported" white sand beach.

Away from the central picnic-pavilion area, trails and campsites are maintained in several wooded spots. A giant Indian tepee adorns one of the lake's small islands, accessible only by boat.

Across a small bay from the pavilion, there are two fenced-in areas reserved for wildlife. Presently a full-grown white-tail deer resides in one, while several dozen Giant Canada Geese make their home in the other. Both areas are large enough to provide a natural habitat.

Every autumn COMACHE features pheasant hunting in a specially prepared field, located a safe distance from the picnic grounds. Adult birds are purchased from a local game farm and released immediately before hunting parties set out. A nominal charge is made for each bird released, but CMI subsidizes 50 per cent of the program's cost. This is the only activity in which employees share any expense.

For hunters who wish to improve their marksmanship, a trapshooting area was created last year, complete with a hand-operated mechanical trap. For safety, the trapshooting area is located well apart from either the hunting or picnic grounds.

Future Plans

COMACHE planners emphasize one important consideration: never allow the park to become stale. Their formula for accomplishing this end is continuous change. Each year something is added, improved or altered. The result: COMACHE always offers something new to its visitors. Gradual but noticeable changes in facilities and methods of usage define the long-term goals set for COMACHE.

Presently 100 acres north of the lake are being graded, cleared of rocks and debris, and seeded with grass for future expansion. Also, organized sports activities are now being planned, following the informal use of facilities to date.

Problems - Solutions - Lessons Learned

The development and administration of COMACHE have given CMI quite a log of experiences. For the middle-sized company planning a recreation center, these experiences offer some valuable lessons.

1. *Think Big* — Don't let small or moderate company size deter major expenditure and effort. If you plan a recreation area it must be extensive and complete enough to attract your employees. They are being lured by city, county, and state parks; by public swimming pools and by many other leisure time possibilities. To earn their attention, and thereby justify any investment at all, a company must think big. Anything short of all-the-way is nowhere.

If a company is too small to afford a full fledged recreational area, one alternative is to enter a joint venture with one or more other small companies. Sharing both costs and facilities allows "professional" treatment without major investment for each firm.

2. *Integrate Recreation Into Business* — Set goals that will serve the company in more ways than one. Purchase land that will hold its value, or even appreciate, as a corporate asset. Offer use of your recreation center to

local, civic, or church groups and gear your planning to their needs as well as your own. Try to integrate the recreation area into the overall corporate picture rather than isolating it in the alien corner of "employee benefits".

3. *Avoid selective usage* — The value of a recreation area is dependent on the support of company personnel. If the employees shun the idea, nothing is accomplished. And the best way to turn them off is to discriminate among employees in their eligibility to use the facilities. Unless everyone — supervisor, factory worker, executive, etc. — shares an equal opportunity to enjoy the area, the entire scheme is liable to severe criticism, and employee alienation will be the inevitable result.
4. *Good management* — In a recreation area you are not dealing with a man's working day. His leisure time is involved here, and he regards that as untouchable. Therefore, your Area Manager must perform a task that is different from on-the-job supervision. He must walk a line between efficient enforcement of the rules and casual, non-offensive supervision. This requires tact and a unique skill. Be sure your manager has it.
5. *Location* — Don't build a park in your back yard. A working man seeks not only relaxation but escape in his leisure hours. If you want his full support, locate your park within commuting distance, but far enough away from the business itself to allow a clear distinction. Also, make the area large enough to accommodate several groups without congestion or interference from surrounding activities. ■ ■



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TENNIS, THE SPORT FOR A LIFETIME

Inland Mfg. Team Captures NIRA Bowling Crown; McDonnell Douglas Pair Win Bridge Tournament

ASHLAND, OHIO—Inland Manufacturing Div.'s Owls team #1 from Dayton, O., won the team championship and \$1,000 in prize money at the 21st Annual NIRA Bowling Tournament held at the King Lanes here late last April.

A total of 210 teams representing 61 different companies competed in the two-day handicap tourney, bettering the old participation mark set last year by over 50 teams, reports tournament chairman Howard Honaker of host Faultless Rubber Co.

The Inland Owls #1 gained the championship on the strength of a 4,116 series. Right on their heels with a 4,109 series was Goodyear Tire & Rubber's team #29 from Akron, O., who took home \$500.

In the singles event, Jack Miller of Corning Glass Co., Greenville, O., rolled a 704 handicap series good for the first-place trophy and \$100. Lee Emmons of Avco Electronics, Cincinnati, took second and \$50 with a 683.

Buck Buchanan of TRW Inc., Cleve-

land, won an Oneida silver coffee and tea service by registering the high actual series in team competition—a fine 851.

Ed Highman of the F.E. Myers & Bro. Co., Ashland, O., received the trophy for the high single game in the team event. Highman rolled an excellent 266.

Top Teams

| | | |
|---|------|---------|
| Inland Mfg. Div. #1, Dayton, O. . . | 4116 | \$1,000 |
| Goodyear Tire & Rubber #29, Akron, O. | 4109 | \$ 500 |
| Faultless Rubber Co. #2, Ashland, O. | 4100 | \$ 250 |
| Faultless Rubber Co. #7, Ashland, O. | 4094 | \$ 125 |
| Ross Labs, Div. of Abbott Labs . . | 4081 | \$ 100 |
| Goodyear Tire Poly-Glas Team, Akron | 4060 | \$ 100 |
| Timken Roller Bearing #73, Canton, O. | 4055 | \$ 100 |
| Ross Labs, Div. of Abbott Labs . . | 4050 | \$ 75 |
| Corning Glass Works, Greenville, O. . | 4047 | \$ 75 |
| Inland Mfg. Div. #2, Dayton, O. . | 4039 | \$ 75 |
| John Dritz Co., Spartanburg, S.C. . | 4031 | \$ 75 |

Top Singles

| | | |
|--------------------------------------|-----|--------|
| Jack Miller, Corning Glass Co. . . . | 704 | \$ 100 |
| Lee Emmons, Avco Electronics . . . | 683 | \$ 50 |
| Harry Klosterman, Avco Electronics | 672 | \$ 25 |

MILWAUKEE—Robert Hamilton and Dr. Brooks Sharp, representing McDonnell Douglas Corp. of St. Louis, won the 1968 National Industrial Contract Bridge Tournament during finals play here at the Red Carpet Inn, May 4th and 5th.

Competing in the finals were 24 top industrial pairs who had won regional games played earlier throughout the U.S. and Canada. A total of 2,741 industrial bridge players competed in this year's tournament on the regional level, reports tournament chairman R. Fred Canaday of General Motors Corp.

This was the sixth annual industrial bridge tournament co-sponsored by the National Industrial Recreation Assn., and Western Publishing Co., Inc., Racine, Wis.

Hamilton and Sharp narrowly led throughout all three sessions of the two-day finals and finished with a winning point total of 415.

A very close second place went to Arthur Vaillancourt and Robert

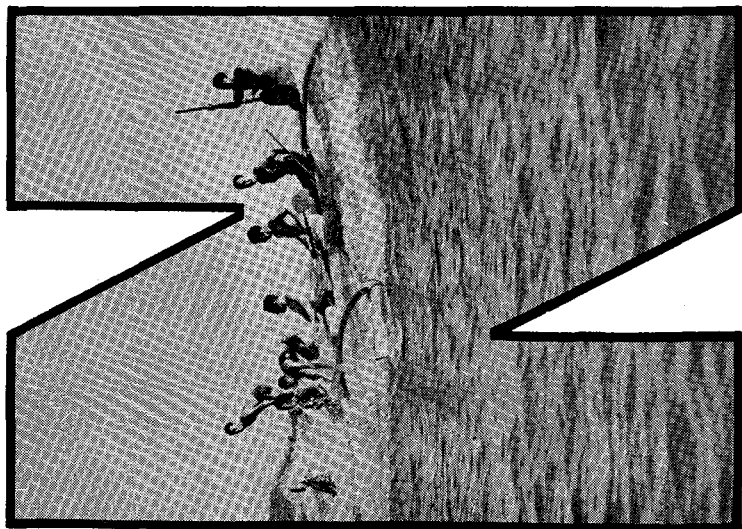
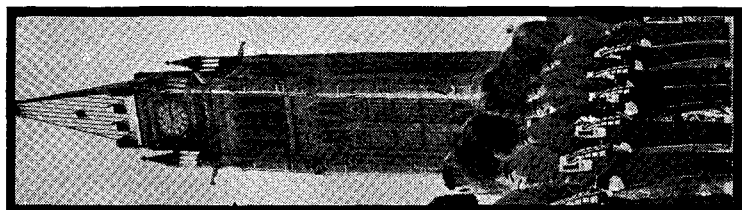
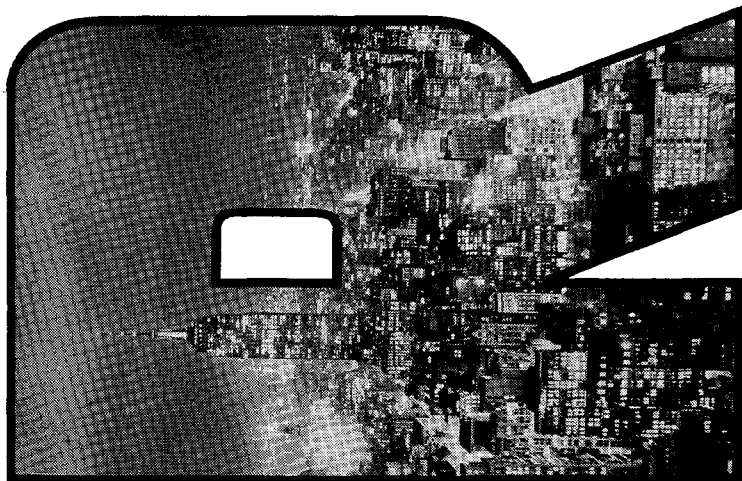
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NIRA Bowling Champs for 1968 are Inland Manufacturing Div.'s team #1 from Dayton, O., who copped the \$1,000 first prize with a 4,116 handicap series. From the left, Capt. Les Massingale, George Riber, Billy Shumway, Gerald Andrews, and Eddie Miller.



The winning pair in the NIRA Bridge Tournament, Bob Hamilton (second from left) and Dr. Brooks Sharp (third from left) of McDonnell Douglas Corp. in St. Louis, are congratulated by Jerome Brown (left) of Western Publishing Co. and Tournament Chairman Fred Canaday.



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Goodyear, Lockheed/Sunnyvale Win NIRA Rifle/Pistol Tourneys

The Zeppelin Rifle Team #1, representing Goodyear Tire & Rubber Co., Akron, O., fired their way to victory in the 10th Annual NIRA/NRA Rifle Championship recently, scoring an excellent 783 out of a possible 800 points.

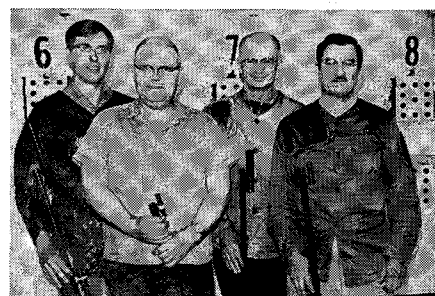
Second place was awarded to the Guide Lamp Div., GMC Team #1 from Anderson, Ind., who shot 772.

Fifty-nine top industrial teams from NIRA-affiliated firms throughout the U.S. and Canada competed in the postal event.

James Hinkle of Lockheed-Georgia Co., Atlanta, Ga., out-shot 282 other industrial marksmen to win the individual rifle championship with 199 out of a possible 200 points.

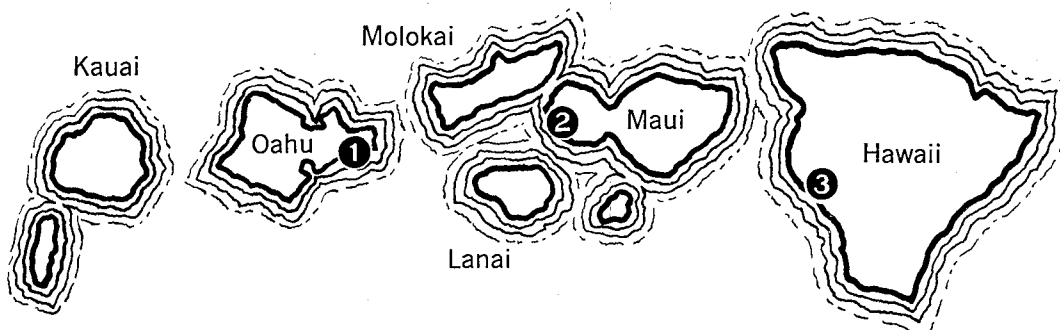
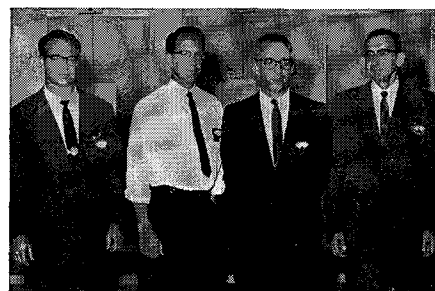
Thomas Schenz of Goodyear Tire & Rubber Co. also fired a 199, but under the rules of judging was awarded second place.

In the team pistol competition, the top spot went to the "Deep Quest" Team from Lockheed Missiles and Space Co., Sunnyvale, Calif., who scored 737 out of 800 points. This



(Above) Industry's Rifle Champions for 1968—Goodyear Tire & Rubber Co.'s "Zeppelin Team #1" from Akron, O.

(Below) The National Industrial Pistol Champs, the "Deep Quest Team" from Lockheed Missiles & Space Co., Sunnyvale, Calif.



HILTON HAWAII CONVENTION GUIDE

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was the third straight year that a team from Lockheed Missiles & Space Co. captured this event.

The Puget Sound Naval Shipyard of Bremerton, Wash., placed second with a score of 727.

A total of 75 teams entered the pistol competition.

In the individual pistol event, Robert Weebe of Hughes Aircraft Co., Los Angeles, gained his second straight championship with a score of 198. Robert Hall of Lockheed Missiles & Space Co. was second with 195.

A total field of 396 competed in the individual pistol event.

Lockheed Missiles & Space Co. again won both the team rifle and pistol competition in the CO₂ division. Robert Hall of that company and Robert Weebe of Hughes Aircraft both fired perfect scores of 200 in the CO₂ individual pistol event, placing them in a unbreakable tie for first. George Hilton of Grumman Aircraft Engineering Corp., Bethpage, L.I., N.Y. won the individual gas rifle event with a 197.

The top finishers in each division:

Team Rifle Awards

| | |
|---|-----|
| Goodyear Zeppelin Rifle Team #1, Akron, O. | 783 |
| Guide Lamp Div. Team #1, Anderson, Ind. | 772 |
| Ford Motors "Mustang Team", Detroit | 769 |
| Grumman Aircraft Team #1, Bethpage, N.Y. | 766 |
| Lockheed Missiles "Deep Quest" Team, Sunnyvale, Calif. | 749 |
| 3M Company Team #2, St. Paul, Minn. | 749 |
| Wright-Patterson AFB Team #1, Dayton, O. | 749 |

Individual Rifle Awards

| | |
|---|-----|
| James Hinkle, Lockheed-Georgia | 199 |
| Thomas Schenz, Goodyear Tire & Rubber | 199 |
| Verl Stamm, Guide Lamp Div., GMC | 198 |
| R. C. Ribak, Lockheed Missiles & Space Co. | 198 |
| Harold Slocum, Scovill Mfg. Co. | 196 |
| W. E. Summers, Goodyear Tire & Rubber | 195 |
| Charles Wilt, Frigidaire Div., GMC | 194 |

Team Pistol Awards

| | |
|---|-----|
| Lockheed Missiles "Deep Quest" Team, Sunnyvale, Calif. | 737 |
| Puget Sound Naval Shipyard, Bremerton, Wash. | 727 |
| Dept. of the Army Team #1, Washington, D.C. | 715 |
| Allison Div. of GMC, Indianapolis, Ind. | 710 |
| Hughes Aircraft Team #1, Los Angeles | 710 |
| Hyster Co., Portland, Ore. | 708 |
| Dow Chemical Team #3, Midland, Mich. | 706 |
| IBM Corp. Team #1, Poughkeepsie, N.Y. | 706 |

Individual Pistol Awards

| | |
|--|-----|
| Robert Weebe, Hughes Aircraft Co. | 198 |
| Robert Hall, Lockheed Missiles & Space Co. | 195 |
| Grady Edwards, NASA, MSFC Branch | 191 |
| Wallace Mardavich, IBM Corp. | 190 |
| George Arvin, North American Rockwell Corp. | 185 |
| Max Adams, Argonne National Lab | 184 |
| Raymond Lassila, Puget Sound Naval Shipyard | 184 |

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BRIDGE continued from page 20
White, General Motors of Canada,
Oshawa, Ontario, with 410 points.

In third place with 405 points were
Melvin Welles and Jerry Deutsch-
berger from the League of Federal
Recreation Associations, Washington,
D.C. Fourth place went to James and
Jane Rainey, Bundy Tubing Co.,
Winchester, Ky., with a score of
391½.

As the top pair in the tournament,
Sharp and Hamilton receive their
choice of a 13-day Goren Caribbean
Bridge Cruise next January or ex-
penses-paid participation in the
ACBL Summer Nationals at Minneap-
olis. The runner-ups, Vaillancourt
and White, each won a TV set.

The order of finish in the 1968
Tournament was as follows:

1. Robert Hamilton McDonnell Douglas
Dr. Brooks Sharp St. Louis
2. A. Vaillancourt GM of Canada
Robert White Oshawa, Ont.
3. J. Deutschberger LFRA
Melvin Welles Washington, D.C.
4. James Rainey Bundy Tubing Co.
Jane Rainey Winchester, Ky.
5. John Burg Texas Instruments
Gene Ricci Dallas, Tex.
6. Ed Haldeman Prudential Ins.
Frank Koch Newark, N.J.

7. Paul Handt Dow Chemical
Gene Wegner Midland, Mich.
8. Robert Bates LFRA
Mildred Bates Washington, D.C.
9. W. Eastman Sperry Rand
W. Willman Sudbury, Mass.
10. Edward Bottger AC Electronics
C. A. LaFaive Milwaukee
11. William Hammer Delta Air Lines
Irwin Rickles Atlanta, Ga.
11. John Dorn Frigidaire
Robert Smith Dayton, O.
13. Chun Hsu Argonne Nat'l Lab
Tom Wolsko Argonne, Ill.
14. Donald Hallman du Pont
Hartger Ruiter Wilmington, Del.
15. Earl Antonelli Chrysler Corp.
William Kittle Detroit
16. Mrs. C. Ellis ARO, Inc.
Mrs. F. Urbaniak Tullahoma, Tenn.
16. Harvey Butts Battelle-Northwest
John King Richland, Wash.
18. Mrs. H. Bleavins State Farm Ins.
Mrs. M. Edmonds Bloomington, Ill.
19. James Haefke Continental Casualty
William Haefke Chicago
20. James Schwarten Kohler Company
Laura Schwarten Kohler, Wis.
21. Mrs. R. Weatherwax Armco Steel Co.
Mrs. S. Yager Middletown, O.
22. Edward Femrite 3M Company
Janet Femrite St. Paul, Minn.
23. Bob Johannessen RCA
Gay Johannessen Indianapolis, Ind.
24. John Cain WABCO, Const. Equip.
Brenda Cain Peoria, Ill.

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Vice President Commends NIRA For Its Service

... Please accept my sincere appreciation. Your prompt response to our request for help in providing summer sports and recreation opportunities for the deprived youth of our 50 largest cities is most gratifying.

As you know, our inner-city areas are desperately short of the kind of trained leadership and physical facilities represented by your organization. Access to these resources can enrich the lives of millions of boys and girls who otherwise would face a bleak summer.

I have written to the individuals you have selected to represent your organization, requesting their service on the Mayors' Youth Commissions in their respective cities...

With best personal regards.

Hubert H. Humphrey

Scovill's Program Is Named Tops in Nation

Scovill Manufacturing Co. of Waterbury, Conn., was announced the winner of the coveted Helms Award at NIRA's recent national conference in Detroit. The award is made annually to the company judged as having the outstanding employee activities program in the nation.

Accepting the award from outgoing NIRA president Pat Feely was Fred A. Wilson, Scovill's manager of employee activities. A profile of this outstanding recreation program will appear in a later issue of *Recreation Management*.

Named as having the top programs in NIRA's four size classifications were the following Companies:

(Companies with under 1,000 employees): The Faultless Rubber Co., Ashland, O.; Howard Honaker, personal manager.

(Companies with 1,000 to 5,000 employees): State Farm Insurance Co., Bloomington, Ill.; Lillian Lockenvitz, activities coordinator.

(Companies with 5,001 to 10,000 employees): Scovill Mfg. Co., Waterbury, Conn.; Fred Wilson, manager of employee activities. (Also the overall winner.)

(Companies with more than 10,000 employees): Lockheed Missiles & Space Co., Sunnyvale, Calif.; Ken Leonard, executive director, LERA.



Bowling in the ABC, an experience anticipated by many keg-ers, became a reality this year for over 100 employees of Delco Products Division of General Motors. Hugh V. Knott, recreation director of the Dayton, Ohio firm, lined up over 20 employee teams for booster squad competition at the recent tournament in Cincinnati. Above, the Delco bowlers make their debut on the alleys.

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Box #182—RECREATION MANAGEMENT

Young man, 28, with B.A. degree from the U. of Nevada and field experience seeks administrative position in industrial recreation. Single. Salary \$10,000.

Box #181—RECREATION MANAGEMENT

Municipal recreation director with five years' experience seeks position as recreation director in industry. B.A. degree from U. of Toledo. Age 31. Single. Salary \$9,000.

Box #180—RECREATION MANAGEMENT

Young man, 23, with B.S. in Recreation from U. of Wyoming seeks administrative or supervisory position in recreation program. Some prior experience. Married, 1 child. Salary open.

Box #179—RECREATION MANAGEMENT

Young man, 28, with B.S. in Physical Education from California State College seeks position in industrial recreation. Single. Salary commensurate with position.

Box #178—RECREATION MANAGEMENT

Young man, 26, with B.S. in Education from Kansas State College at Pittsburg seeks position as recreation administrator. Married. Salary, \$7,500.

Box #177—RECREATION MANAGEMENT

Young man, 24, with B.S. in Recreation from the University of Wyoming seeks position as recreation director. Married, one child. Salary, \$7,000.

Box #176—RECREATION MANAGEMENT

Young man, 27, with B.S. in Health & Phys. Ed. from Murray State U. (Ky.) seeks position as recreation supervisor in industrial or community program. Married, one child. Salary open.

Box #175—RECREATION MANAGEMENT

Young man, 23, who will graduate from Texas Tech this June with a Master's degree in Physical Education seeks position as director or assistant of employee recreation program. Married. one child. Salary, open.

Box #174—RECREATION MANAGEMENT

Young man, 23, who graduated from Oregon State University this spring with a B.S. in Recreation seeks an administrative or supervisory position in program planning and operation of employee recreation. Community recreation experience. Married. Salary,

\$6,500.

Box #173—RECREATION MANAGEMENT

Young woman, 21, who will graduate in June 1968 from Michigan State University with a B.S. in Recreation seeks a position as Recreation Coordinator in the Detroit area. Practical experience on camp and school levels. Single. Salary, \$7,000.

Box #172—RECREATION MANAGEMENT

Man with administrative experience in municipal recreation program seeks position in the field of Industrial Recreation and Employee Services. BA in Personnel Management from Beloit College. Age 37. Married, two children. Salary open.

Box #171—RECREATION MANAGEMENT

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AROUND THE CIRCUIT

One of the long-time pillars of the National Industrial Recreation Association, Frank Davis, has retired as manager of the Lockheed Employees' Recreation Club in Burbank, Calif. Mike Varanese, Frank's right hand man for seventeen years, succeeds him in the office.

Frank served NIRA in the capacities of president, treasurer, and board member and has been most instrumental in helping mold the association into the vigorous organization which it is today. Frank, we will deeply miss you.

Michael J. Brecka, director of recreation for Minneapolis-Moline, Inc., Hopkins, Minn., was honored with a plaque recently at a company awards dinner for 20 years of dedicated service to the M-M activities program.

S. I. Tobias has retired as manager of recreation and special activities for the Kellogg Co., Battle Creek, Mich. R. K. Day succeeds him.

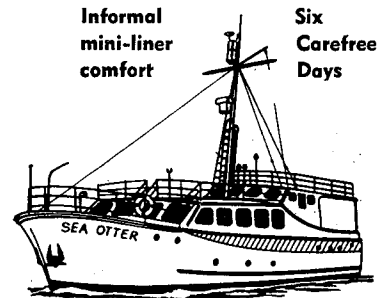
Former Los Angeles Ram halfback Carver Shannon, now in the industrial relations department of Hughes Aircraft, El Segundo, Calif., recently scored a 186-yard hole-in-one during a Southern California Industrial Golf Assn. tournament.

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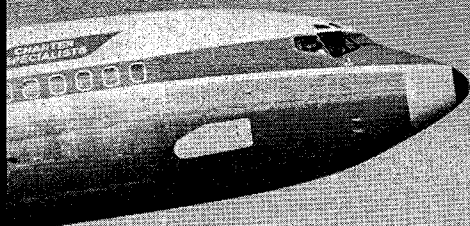
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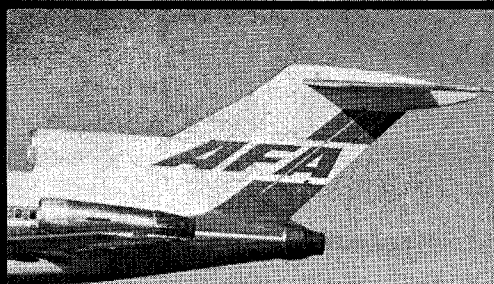
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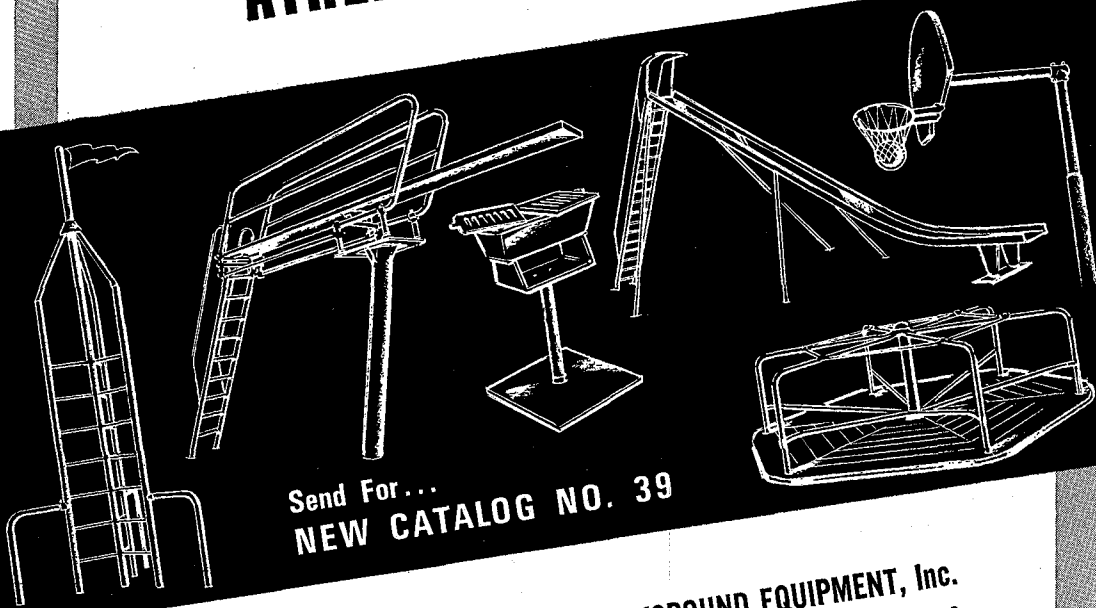
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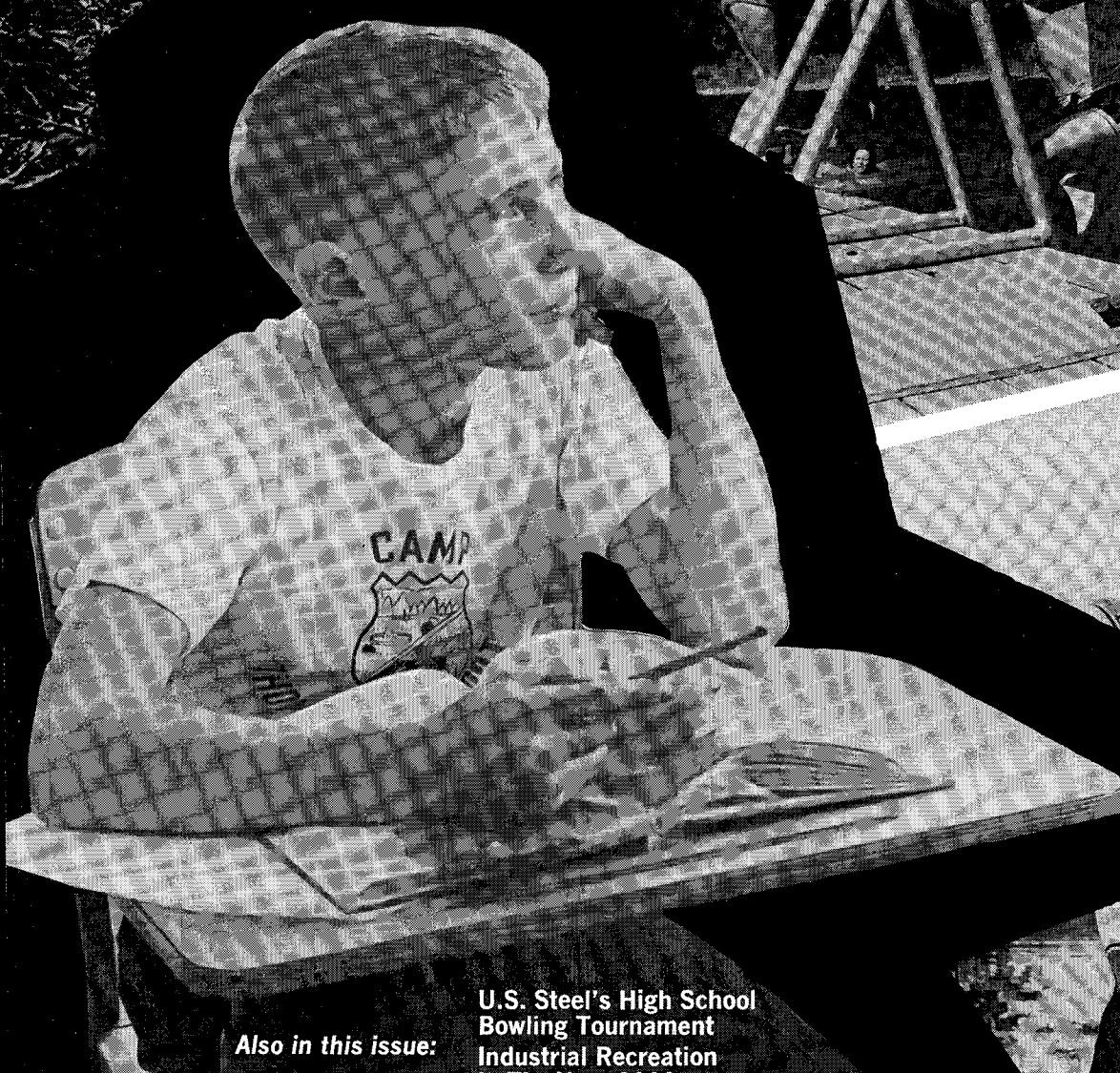
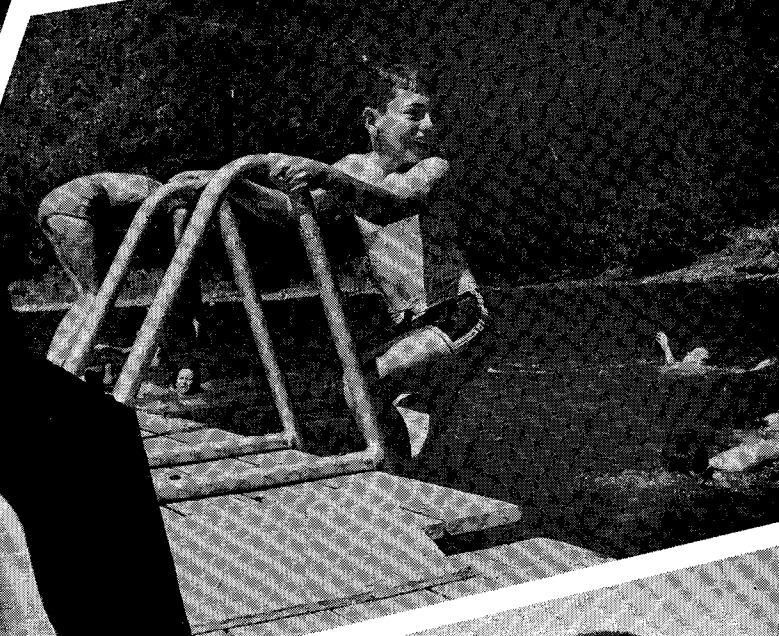
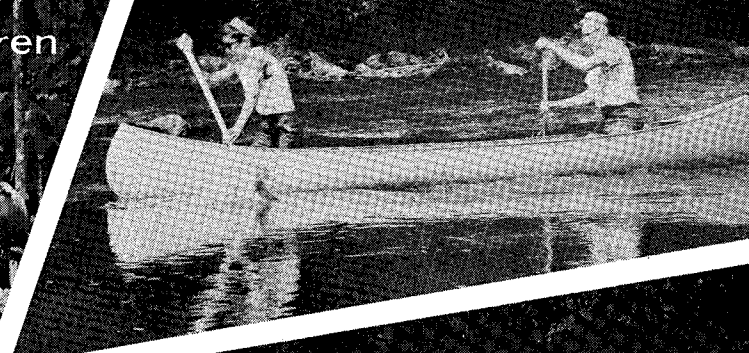


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AUGUST
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In The Year 2000

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AUGUST, 1968

Volume 11, Number 6

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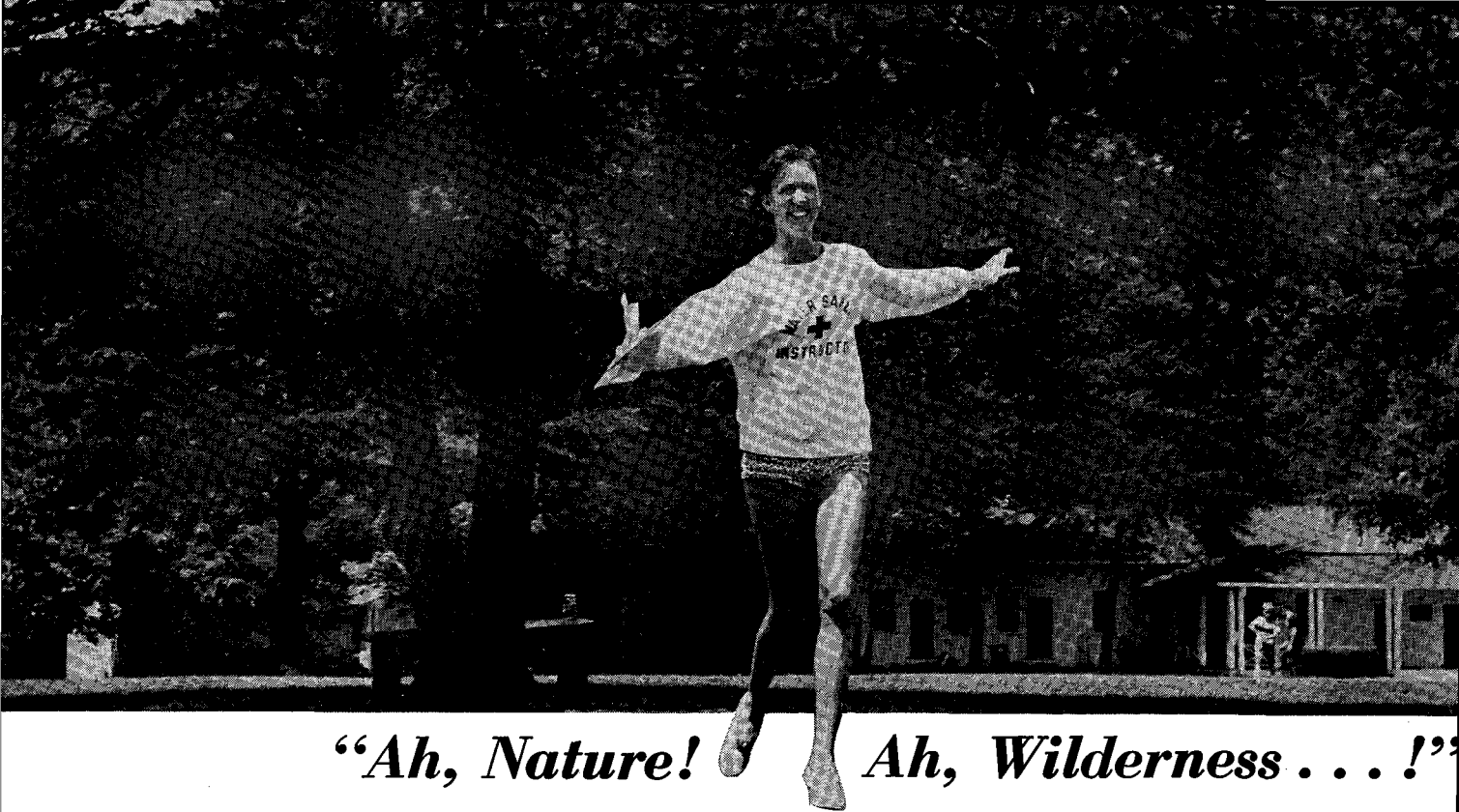
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“Ah, Nature! Ah, Wilderness . . . !”

This modern coal mining corporation provides many summers of sun-splashed happiness for the children of its operating personnel.

How many parents, especially in a coal mining community, have the opportunity to send their youngsters to a topnotch two-week summer camp for only \$15 a child, including transportation?

The employees of Eastern Associated Coal Corp., the nation's sixth largest producer of bituminous coal, have just such an opportunity.

On a plateau in the Appalachian Mountains of southern West Virginia, with a qualified professional staff and excellent food, some of it home grown, Eastern's Camp Thomas E. Lightfoot is in its 28th season. For the past 27 summers, a total of 24,545 campers have hiked the trails, swum in the Greenbrier River, and played on 97 acres of grassland, farm, and woodland.

Besides being West Virginia's only summer camp operated by a coal company, Camp Lightfoot fills another unique role. In these days of manpower shortage in the coal industry, Eastern management considers the camp not only as a benefit for present employees, but as an added reason for new employees to join the company.

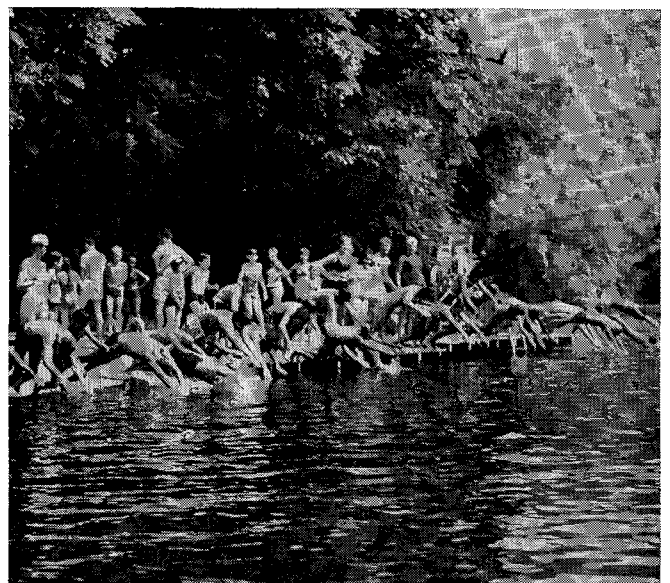
"Camp Lightfoot definitely is an advantage in working for Eastern," says Fred Robertson, the company's director of recreation. "Because we are the only coal company in West Virginia offering such a facility to children of employees, we fully expect the camp to help us recruit additional needed employees."

"Our management has shown its confidence in the camp by operating and maintaining it. The fact that employees have to pay only \$15 a child for two weeks of summer camp is something not readily available to urban residents nor to anyone else."

Camp Lightfoot, which is named for a former personnel director who started the camp activity, is an important part of Eastern's year-round recreation program. There

are three full-time directors — Mr. Robertson, Carl Mack, the camp director, and Robert M. Brown.

Formal recreation programs are carried on near company mines at Kopperston, Keystone, Wharton and some northern West Virginia operations. The company maintains baseball fields and other recreational facilities. Children of Eastern employees also make full use of high school gymnasiums and athletic fields in the various mine communities.



The floating dock anchored on the Greenbrier River is a popular spot for Lightfoot campers. Here eager youths from West Virginia's coal mining communities are taught swimming and water safety by a group of 12 qualified instructors. Campers' ages range from 8½ to 15 years.

Living conditions are a far cry from what they were when Camp Lightfoot was started "to get the children away from the coal atmosphere." Automatic machinery has replaced pick-and-shovel miners and the grimy atmosphere once associated with mining has largely disappeared. As a sign of the times, Eastern is sponsoring the development of several modern new communities, with shopping centers and other benefits of suburban living.

"But something is still missing in many of the mine communities," comments Director Robertson. "Because of the terrain, there is sometimes a minimum of large open outdoors spaces in these communities. Grass and water for swimming are at a minimum. For two weeks in the summer, qualified boys and girls are given some real fun-in-the-sun by attending Camp Lightfoot."

Procedure for applying to attend Camp Lightfoot is relatively simple. Attendance is open to boys and girls 8½ to 15 years of age. The employee makes the application through his local mine office. Applications are processed on a first-come-first-served basis.

After he is accepted, the prospective camper must undergo a medical examination. His history of communicable disease is recorded. He must take typhoid shots. In addition, he is assured of adequate medical attention while camping. There is a full time resident nurse. A doctor, Dr. J. W. Stokes, who lives 10 miles away, visits the camp almost every day. Arrangements for special medication or treatment are made, if required.

Records are kept in triplicate. One card stays in the mine office. Another goes to the Eastern operating office at Mt. Hope, W. Va.—the headquarters of E. W. Elliott, president of EACC Camps, which operates Lightfoot. The third card goes to the camper.

Information recorded includes the name and age of the child, his father's name and payroll number, his birthday, home telephone number, etc. There is an automatic \$1 registration fee. The remaining \$14 may be deducted from the father's paycheck, at the rate of \$7 each period.

When the big day (departure for camp) arrives, the camper goes to a central meeting place near his home.

Continued on page 8



(Upper photo) With the verdant hills of West Virginia serving as a backdrop, a band of skilled canoeists set out on an overnight trip up the Greenbrier River. After some miles of paddling, they will select a picturesque campsite, prepare their meal over an open fire, and sleep

beneath nature's star-spangled roof. (Lower photo) Although not exactly a part of the Indian lore program, the baton twirling classes get a big play from the girls. For potential "Robin Hoods," archery instruction is available.



continued from page 7

From there, he is taken by chartered bus to the camp, which is located 10 miles east of Hinton in Summers County. Campers coming the farthest are from Eastern's Colver mine in central Pennsylvania, 350 miles away. Nearest come from Stotesbury, Raleigh County, site of Eastern's new Keystone 4 mine, just 45 miles distant.

A Wide Range of Facilities

The camp is equipped for 238 youngsters for each two-week session. Four sessions are held during the summer. Facilities include a large dining hall, craft shop and library, 13 cabins for the campers, infirmary, cooks' cottage for the camp's dietitians and cooks, and a recreation building with four fully equipped sleeping rooms and a gymnasium. Two of the cabins are fully winterized for winter camping. Other camp facilities are a farm and camp equipment building and a fully equipped workshop for the camp caretakers.

When the campers aren't out "roughing it" in sleeping bags under the stars, they sleep 14 in each of the 13 different cabins, along with three counselors.

The campers are divided into four Indian tribes. The competitive spirit is accented because the tribes achieve points through the various activities. Naturally, the children vie to be the winning tribe.

Each day begins at 7:30 a.m. with the blowing of reveille and a flag-raising ceremony. After breakfast, the youngsters participate in a variety of activities that have been selected by the campers. A huge bell calls the campers to each activity.

The main part of the program centers around the waterfront, where a floating dock is located. There "Indians" of all sizes can be found learning swimming and water safety under the experienced eyes of 12 instructors, 80 percent of whom are qualified Red Cross instructors. Officials report that no other camp in the country has as many qualified swimming instructors in proportion to the number of campers.

Another part of the waterfront program is boating, open to only those youngsters who have proved themselves to be capable swimmers.

For the more skilled canoeists, who hold the rank of intermediate swimmer, an over-night trip up the Greenbrier River or on Bluestone Lake is a standard activity called "tripping." After paddling a few miles, the canoeists select a campsite, prepare their meal over an open fire, and set up camp for the night. In the quiet, peaceful setting on the outpost camp, the children have an opportunity to see the beauty of a fire reflected on the trees and water and to hear sounds of the forest at night.

Another of the popular activities is riflery. Instruction is by a counselor trained by the National Rifle Association. Other activities include softball, golf range, basketball, archery, and fishing.

The camp "Indians" also learn the crafts of their adopted ancestors in the form of beadwork, basketry, woodwork, leathercraft, Indian lore and nature lore. For the baton twirler, aspiring or otherwise, majorette class is offered and for potential "Robin Hoods" archery instruction is available.

The Fellowship of the Campfire

A picturesque event each evening is the council circle,

where campers gather around a huge campfire, prepared by the counselors, to stage group and individual stunts and to sing songs. This is also the time for one tribe to challenge another to a friendly arm or leg wrestle.

Worship is not neglected either. In the twilight of each evening, a vesper service is held in a natural outdoor cathedral. Services are held each Sunday for both Protestant and Catholic children, and a special Candlelight program is held four times during the summer.

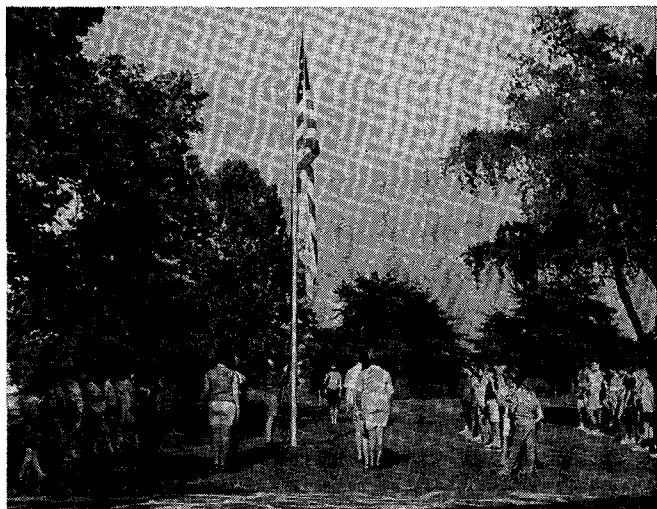
Besides the regular daily activities, the campers have opportunity to hike over numerous trails that are rich in lore and legend about Indians and early settlers who lived in the area. They can participate in a treasure hunt for gold painted stones. They can do a variety of other things as fast as the campers and staff can plan them.



For the older campers, there's target practice under the watchful eyes of National Rifle Association-trained counselors. Other sports activities include softball, golf range, basketball, and fishing.



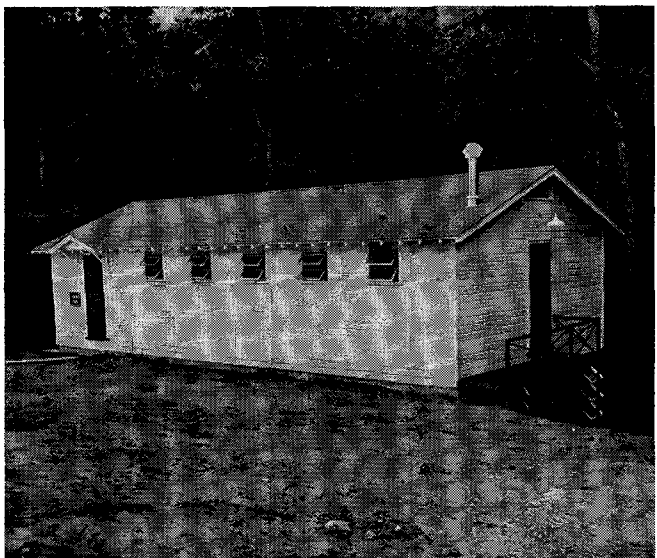
Camp Lightfoot director Carl Mack appears in full tribal regalia for the council circle, when all the "Indians" gather around a huge campfire for an evening of songs, stunts and stories.



Each day begins at 7:30 a.m. with reveille and a flag-raising ceremony. Each evening at twilight, vesper services are held in a natural outdoor cathedral. On Sunday, religious services start off the day.



A Japanese boy is introduced to the pleasures of cane-pole fishing "American-style." Last year, a group of 30 youngsters from Japanese firms with which Eastern does business attended the camp.



One of the 13 cabins which house the 238 youngsters who attend each of the four 2-week sessions during the summer. Two of the cabins are fully winterized to provide year-round camping.

All the outdoors activity results in some big appetites and the kitchen staff is ready with vegetables fresh-grown and picked from the garden at the camp. While some food is home-grown, other items are purchased nearby. Milk is a big favorite.

Last season, the Camp Lightfoot population consumed 5,720 gallons of milk, 525 dozen ears of corn, 120 bushels of potatoes, 1,914 pullman loaves of bread, and 875 dozen buns.

Keeping a watchful eye over the campers is a staff of 75, including junior counselors who are assigned much of the physical work and have already been campers themselves in their younger years. About 150 junior counselor applications are received each year, but only 15 are chosen. Above the junior counselors, but not yet counselors in charge, are the intermediate counselors, who are actually the "right hands" of the senior counselors.

The seniors need not be ex-campers, although 60 per cent are. They must have had at least a year of college. They are trained in the various phases of camping and usually have one specialized area in which they are qualified to instruct.

Camp Lightfoot is a member of the National Rifle Association and the American Camping Association. The camp is accredited by the American Camping Association.

Activities Continue Throughout the Year

The camping season at Camp Lightfoot hardly ends when winter activities are started. These include square dances, taffy pulls, and the yearly molasses festival. The winterized cabins and fully-equipped gymnasium are used.

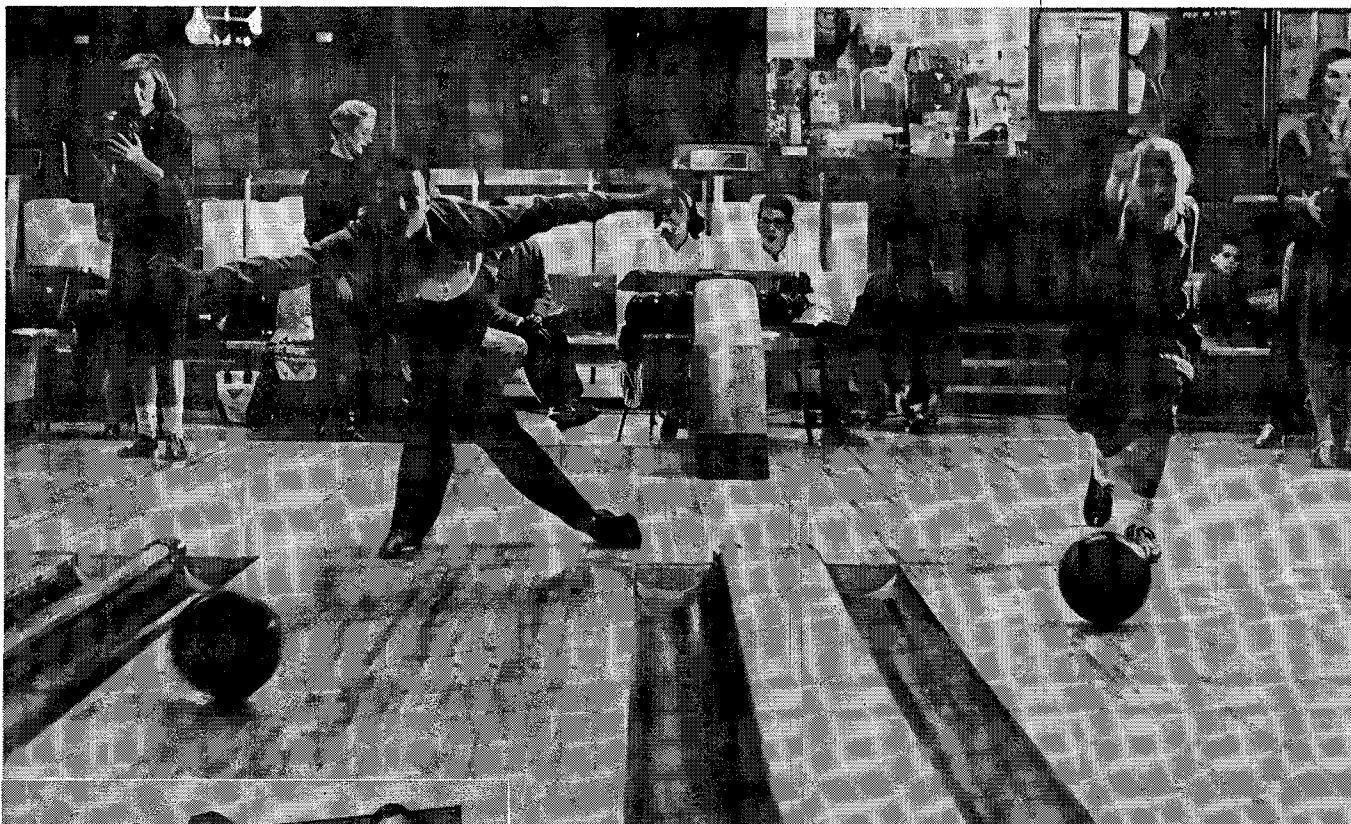
The children talk "camp" all winter long. Two new groups were added to the camp during the past two years. One group was about 30 Japanese youngsters, who are temporary residents of the New York area. They are children of Japanese employees of Toya Menka, Inc., Kawasaki Steel Company, and Fuji Iron & Steel Company. These are Japanese trading houses and steel companies, with whom Eastern markets metallurgical coal.

The other group, added just this past year, was made up of qualifying children of employees of the Ohio River Company, which, together with Eastern Associated Coal, is a subsidiary of Eastern Gas and Fuel Associates, Boston. The second generation of campers is now attending the camp in many instances.

The camp has scholarship opportunities too. Each year a college scholarship of \$250 goes to each of two outstanding counselors. The scholarships were established in memory of the late Virgil Beckett, former director who had much to do with the camp's development.

Carl Mack, the present camp director, sums up the aims of Camp Lightfoot. "The camp is certainly an attraction for new employees. It offers opportunities to West Virginians that would not exist otherwise," he notes. "Besides having fun, we hope the children are learning self expression, patriotism, and independence.

"Someday, when the campers are grown and take their place in life, I hope they can remember a place in the hills of West Virginia where they swam in a sparkling river, padded barefoot down shaded paths and watched golden shafts of sunlight shine through the tops of tall trees. They can say: 'My outdoors experiences as a camper are still very dear to me.'"



A happy squad from Lew Wallace High School won the boy's division in Gary's first High School Bowling Tourney, sponsored by U.S. Steel's Good Fellow Club.

Give The High-Schoolers A Bowling Tourney Of Their Own



Five attractively-attired young ladies from Andrean High School captured the girl's championship. Enthusiasm among students, coaches, and school officials assures tournament of becoming an annual affair.



Ed Mitchell, president of the Good Fellow Club, feels that industrial recreation directors in other cities can put on equally successful high school tourneys.

The Good Fellow Club is still receiving civic pats on the back for its initial city-wide high school tourney last year. Needless to say, it's now an annual affair.

When an industrial recreation club can promote a healthy sports activity to the young people of its town, gain the appreciation of the city fathers, and receive favorable coverage in the local newspapers, all in one fell swoop, then it knows that it is working in the right direction.

This is the case with the Good Fellow Club of U.S. Steel Corp.'s Gary Works in Gary, Ind. In February of this year, the Good Fellow Club organized and sponsored Gary's first High School Championship Bowling Tournament. The enthusiastic reception given it by both students and school officials assures it of becoming an annual event.

Edward T. Mitchell, president of the Good Fellow Club and a Certified Industrial Recreation Administrator (CIRA), took charge of tournament planning and immediately sought and gained approval for it from the Indiana High School Athletic Association. Mitchell then took the proposal to George Grisby, at that time chairman of Gary's Association of High School Principals, who also gave the green light.

At this point Mitchell approached the principals and athletic directors of the individual high schools throughout the city. A large majority of the school officials in this town of over 175,000 people greeted the idea with immediate enthusiasm. The tournament became a reality.

A date and site for the tournament were decided upon—Feb. 10, 1968 at the Tri-City Bowling Lanes in Gary. The tournament received the sanction of the American Junior Bowling Congress.

Early in January, the Good Fellow Club sent out a tournament rules sheet to all participating high school coaches. There were separate divisions for girls and boys. Each team consisted of five members chosen by the individual school authorities. All participants had to measure up to the scholastic requirements of the Indiana High School Athletic Association.

The three-game tournament was conducted on a no handicap, actual score basis with the championship of each division determined on the accumulated total of each team participant's series.

The members of the respective teams in the tournament were selected in various ways. Some schools conducted roll-offs of all interested bowlers. Others selected their teams from the highest averages in the existing Junior Bowling League. Still other coaches chose their bowlers at random. Now that the first tournament has been held, the consensus

of opinion is that the school-wide roll-off is the fairest way to select a team and at the same time it interests a larger number of students in the sport of bowling.

As sponsor of the tournament, the Good Fellow Club picked up all the bowling fees (a reduced rate was charged by Tri-City Lanes for this occasion). It also provided the team and individual championship trophies, plus a small trophy for each participant. Also the Club saw to it that refreshments were provided for all competitors during the course of the tournament.

On the day of the event, the teams and coaches showed up rarin' to go. And they all had brought along their own cheering sections. Everyone was exuberant but extremely well-behaved.

Teams from seven schools participated in the boy's division, while six school squads competed in the girl's division.

Lew Wallace High School captured the boy's championship with an actual total series of 2,481. Senior Rich Benjamin of the victor's squad rolled the high series in the tournament, a 581 on games of 217, 186, and 178.

The girl's division was won by five comely lasses from Andean High School, who posted a 2,052 series. Kathy McLaughlin of fourth-place Lew Wallace had the girl's individual high series with a 496-pin total.

The tournament received good coverage by the local newspapers. Post-tournament comment by the principals, coaches, and other school authorities indicated that the event was a "big first" in Gary's high school athletic program. The coaches were especially enthusiastic about the tournament's benefit. On the basis of it, some plan to institute high school bowling leagues this year. All agreed that bowling is a sport that young people can carry on for a lifetime.

As Don Elser, athletic director of Horace Mann School, stated, "Our kids loved the tournament and we are looking forward to making this an annual affair. With bowling, you attract boys and girls who might hesitate going out for other high school sports. We're happy to be a part of the program."

You can be sure that the Good Fellow Club intends to make this tournament an annual affair. And Ed Mitchell feels that industrial recreation directors in other cities can, with the permission of their school systems, hold similar high school bowling tournaments on a very reasonable budget. Certainly the positive returns are worth the effort! ■ ■

INDUSTRIAL RECREATION IN THE YEAR 2000

by JACKSON M. ANDERSON, PH.D.
Chairman, Dept. of Recreation and Park Administration
University of Minnesota



Several years ago, I was heavily engaged in conducting research studies in industrial recreation at Purdue University. In my research into the early beginnings of employee recreation in the United States, I discovered that the earliest provision for recreation by an industry in this country was made by the Peacedale Manufacturing Company of Peacedale, Rhode Island, in 1854. A library was provided for the use of the entire community. The village children were taught singing on weekday afternoons and were gathered into Sunday school on Sunday by one of the mill owners and his wife. Then two years later, a building was constructed, with accommodations for the library, a reading room, and a hall in which a church was organized.

In a statement found in the Massachusetts State Senate Document, dated November 21, 1868 — 100 years ago — General Oliver describes the typical attitude of the employer toward his workers in the following words:

"I inquired of an agent of a principal factory whether it was the custom of manufacturers to do anything for the physical, intellectual, and moral welfare of the working people. 'We never do,' he said. 'As for myself, I regard my work-people just as I regard my machinery. As long as they can do my work for what I choose to pay them, I keep them, getting out of them all I can. What they do or how they fare outside my walls, I don't know, nor do I consider it my business to know. They must look out for themselves, as I do for myself. When my machines get old and useless, I reject them and get new ones, and these people are part of my machinery.'"

Importance of Industrial Recreation

We have an entirely different picture today. Estimates based on available research studies indicate that more than 50,000 companies in this country now have active employee recreation programs, and an amount in excess of \$2 billion is spent annually on the approximately 60 million participating employees. So recreation in industry today is big business and is assuming an ever more prominent place in the personnel relations program.

When I was engaged in research in this field a few years ago, we were trying to justify the existence of an employee recreation program. I don't think we have to do that today. I think top management throughout the country is convinced that this is one of the most important aspects of the total business picture. The typi-

cal attitude of today's top management was voiced recently by A. Carl Kotchian, President of Lockhead Aircraft Corporation, in the following words: "Industrial recreation is one of the most essential programs in today's business environment."

Technological Progress

What will industrial recreation be like in the Year 2000? We can only predict what the 21st Century will be like in terms of what we see happening today. Let's first take a good hard look at 1968 and then maybe predict some of the things to come.

You and I live in an exciting and challenging era. There has been more technological progress in the past 50 years than in the entire previous history of mankind. Going to the moon is no longer a visionary dream of science fiction and man can now orbit the earth in 88 minutes. One fantastic creation in the laboratory is the laser light — a beam which is thousands of times brighter than sunlight — now used to test objects in outer space, burn holes in metal, mend detached retinas in the eye, and bounce signals off the moon's surface. It is also being used heavily in cancer research.

Medical science has advanced rapidly, as evidenced in the recent transplants of vital organs. We are going to see more and more of this. A chicken heart has been kept beating in the laboratory for over 30 years, and Paul De Kruif, the author of *Men Against Death*, has predicted that within the next decade we will discover the spark of life itself. Think of what that will mean to our whole ethic base in this country, when we can actually create life in the laboratory.

Through the work of our atomic scientists, we have seen the harnessing and releasing of great power over life and death. Jumbo jets capable of fantastic speeds and passenger loads far in excess of what we had dreamed possible a few years ago are now actually in production. Within ten years, we will see computer memories in the range of a trillion bit capacity, compared to the trifling million and billion bit capacities we have now. This makes possible the development of goal-oriented computers, called "heuristics", which is defined as "serving to find out or discover". These creatures of our invention will, in the not-too-distant future, not only reach solutions much faster than man, but by means that might take us many lifetimes to understand.

Through science and technology, man has built a

society so complex that its control is apt to be beyond its makers. Forbes, in *Man the Maker*, traces the first tools of man to now and says we have only picked up a few pebbles on the shore of what is to come.

Effect of Technology on Man

What effect has this amazing progress in science and technology had on man? It has made vast changes in our way of life. Change is the password of our time and this change has left man insecure and frustrated. A modern definition of man is "that being who is not what he ought to be." One author has predicted that by the Year 2000, half the labor force in this country will be doctors, psychiatrists, nurses, and other medical personnel necessary to take care of the other half of us. Ogden Nash has said that modern man is suffering from hardening of the "oughteries" — I ought to do this, I ought to do that, compulsive living — a pattern which most of us have adopted in one way or another. Myrdal, in *The American Dilemma*, depicts man as saying one thing and doing another — the typical standard in America.

Problems of Our Present-Day Society

Our society today is characterized by internal discord and international tension — by hot and cold wars — and we are plagued by a number of problems. The population explosion is so acute that more than 70% of the people in this nation now live on only 2% of the land. We have in progress now a great social revolution, during which we are witnessing the rebellion of the present generation against the old. Incidentally, a new course is now being offered at Berkeley entitled "What's Happening, Baby?" This is an effort to link the two generations by teaching the older generation what the younger generation is up to.

What about increasing leisure time? One noted economist has predicted that by the Year 2000, we will produce as much in one day as we now produce in five. Thus we face the strong possibility of a one-day work week.

We are plagued by increasing crime and delinquency. J. Edgar Hoover said recently that major crime in this country is at the highest point in history and is increasing four times as fast as the population. We are undergoing significant changes in family life. We have more and more working mothers (now one out of three) and broken homes (one out of five). And one family in five moves every year. The result is growing confusion in the life of children.

One of our greatest problems is that of mental illness. More than half the hospital beds in this country are filled with mental patients — for the most part, people who have cracked up under the strains, tensions, and stresses of their daily routines in the kind of complex society in which we live.

In the late 30's, Dr. Jay B. Nash wrote a book entitled *Spectatoritis*. In this book, he characterized our country as a nation of people who would rather sit and watch something than do something. More than half of all leisure time spent today in this country is spent in spectator pursuits and the average person spends 18 to 20 hours per week watching television. So one of our very real problems is that of getting people off their seats and into some wholesome and vigorous activity.

Arnold Toynbee, who will probably go down in history

as the greatest historian of our time, has pointed to what is perhaps our most serious problem. In his challenging study of history, Toynbee has attempted to trace the rise and fall of past civilizations down to the present. The fall of Rome was the most disastrous of all. The mighty Roman legions had conquered the entire known world, and then what happened? The government became rotten at the core. There was widespread dissipation among the people and they became soft. Thus Rome was an easy target. The fall of Rome plunged the entire world into the darkest period of mankind — the Dark Ages — where for centuries the enlightened peoples of the world were in slavery. And then what happened during this long period of bondage? The whole fiber of the people changed. They pulled themselves up by their bootstraps and there were widespread religious revivals. In their leisure time, the people went back to the creative arts. And coming out of the period of the great rebirth of Roman and Greek culture — the Renaissance — we have some of the greatest cultural masterpieces of all time.

Toynbee says that when practical inventiveness has overcome moral consciousness, destruction is imminent, and he points to the fact that man cannot stand prosperity. Hard-working and productive peoples have built some of the greatest civilizations in history. And then as they began to achieve a high standard of living, and especially when they began to amass great amounts of leisure time, moral degeneration and decay set in. Thus history tends to repeat itself in the rise and fall of civilizations.

Predictions for the Future

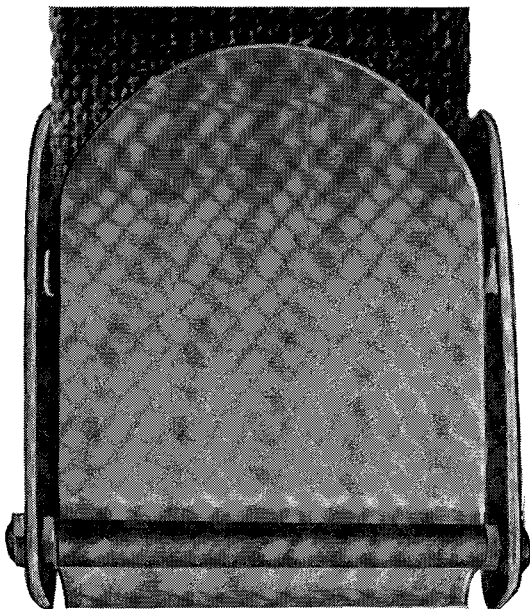
What will our society be like in the Year 2000 — the beginning of the 21st Century? No one knows for sure. Most of the writing of today which attempts to predict the future, however, support Toynbee's views and give a negative picture of the world of tomorrow. I refer to such prophesies of the future as Huxley's *Brave New World*, George Orwell's *1984* and *Animal Farm*, Young's *Rise of the Meritocracy*, and Skinner's *Walden Two*.

What about our industrial recreation programs in the Year 2000? Well, I must confess that my crystal ball is a little cloudy. I am reminded of the Indian who watched the white men build a new lighthouse. He watched this for several months and finally the lighthouse was completed. Then he watched the fog roll in one day while the lighthouse was in operation. He looked at it and said, "Ugh! Light shine, horn blow, bell ring, but fog still come in." So, ultimately, it is the fog that we have to deal with.

As business and industry become more and more automated, most of the creativity of man's work is apt to be destroyed. I think we have gone a long way in this direction already. It is possible that by the Year 2000; the primary thing that will distinguish man from machine will be his leisure time activity. So employee recreation directors must be more creative and imaginative so as to keep challenge as a motivating factor in their programs.

There is an old saying that goes something like this: "If people get what they want, they tend to want what they get." Maybe that sounds stupid, but a lot of employee recreation programs have been built on this thesis. A very common way of starting an employee recreation program is to distribute a questionnaire to employees and ask, "What do you want?" You list a number of activities, and employees check them off. Then you tabulate the questionnaires and you have a program.

continued on next page



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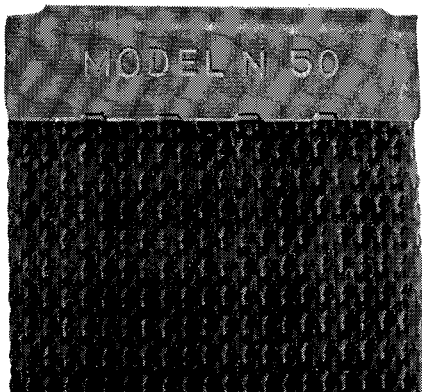
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What is wrong with this approach? We know that employees tend to choose the things they have always done and that if a program is based on this kind of foundation and continues year after year, you've got a stagnant program. You are not going to introduce anything new. I have always felt that the employee recreation director, as a professional, has a professional responsibility not unlike the medical doctor. If you go to a medical doctor, he doesn't say, "What do you want?" He looks at you, makes a diagnosis, and tells you in his professional judgment what he thinks you ought to have. I think we have a tremendous responsibility that we haven't even touched the surface of in this regard in the field of employee recreation. I think we are shirking our responsibilities — that we've got to make a more careful study of the people with whom we work and little by little, we have got to try to inject into our programs the things we need. Otherwise, it is like the guy who has 30 years of experience doing the same thing — he has one year of experience 30 times. Many of our programs are like this and I think this matter of keeping our programs challenging is going to be increasingly difficult in the years ahead.

By the Year 2000, the population explosion will result in more and more urbanization, of course, and there will be such a heavy demand for recreation that local community recreation departments will be unable to provide adequate programs. Industry will be forced to provide industrial parks with complete recreation facilities to take care of their own employees and their families.

Space will certainly be at a premium in the Year 2000. The employee recreation director will have little acreage for expansion and must devise new ways to make maximum use of existing recreation facilities. Of course our society will be overwhelmingly leisure-oriented rather than work-oriented because of the shorter work week, more holidays, and longer vacations. The most popular activities will be overcrowded and such opportunities may have to be rationed, with employees and their families making reservations for certain activities weeks, or even months, in advance.

New modes of travel will shrink the world to the extent that employees may compete against a team in the Far East and return on the same day. Popular employee activities may be weekend trips to the moon and vacation excursions to Mars and other planets. There will be few employees who will not be college graduates by the Year 2000. The average employee will have a standard of living four times as high as that enjoyed today. His recreational tastes will be far more sophisticated because he will have the income, the mobility, and the other things that make for a lot of freedom to choose activities. I think this presents a greater challenge to directors of employee recreation.

Due to increased mobility resulting from high-speed transportation, many employee recreation activities can be decentralized, and you may have to do that in order to have sufficient space to accommodate activities. Employees and their families will be transported to several different locations for interesting activities in the same day — they may visit several locations hundreds of miles apart. I predict that as much as one-fourth of the total cost of new industrial plans will be invested in industrial parks with complete recreation facilities for employees and their families.

Does all this sound like a pipe dream? I have probably been over-conservative in my predictions.

Balancing the Lives of Executives

If we can be certain of one thing, it is that our jobs as employee recreation directors have never been more important. I am concerned about this because some of my good friends in the field of industrial recreation are no longer with us, and these men should have had many years left. Slavson has said that professional people — people in the professions — are the worst off of all as far as leisure time is concerned because they tend to project into their leisure time the things closely associated with their work. The professor tends to make speeches and write books. The employee recreation director tends to "look in" on his program — many times more than is necessary. It is a compulsive behavior pattern with us as it is with so many other business executives in our companies. I think we have to give a great deal more thought to this whole problem.

I think we could come up with some adequate research that would point to several good patterns of recreation for business executives — activities that would not take a great deal of their time but would provide physical activity and emotional release to the extent that we could live with these men on the job. And they would live many years longer than they are living today.

Need for Adaptability

The great test for us who are working in the field of industrial recreation is whether we can adapt to the ever-accelerating rate of change in our society. Sometimes I think that those of us in this field are among the most static

and least flexible of all professional people.

One of the most serious problems we must guard against is our tendency to over-promote those activities in our programs which we, as directors, are skilled in and enjoy most. I have seen so many employee recreation programs where it is so obvious that the director is biased toward certain activities and his whole program is loaded that way.

We need to examine carefully our own consciences and see whether we are really flexible and adaptable and are going to be able to keep up with the times. Are we going to have the vision and imagination to keep up with the accelerating changes in our companies?

Need for the Positive Approach

Above all, we must be convinced of the important role we play in the scheme of things. I suppose all professional people are guilty of being disgruntled sometimes. We are in an era where not only professional people but workers of all kinds are unhappy with their pay and are dissatisfied with so many things. But if we, as employee recreation directors, go in that direction, we are lost because we are the purveyors of happiness. We have the sacred responsibility of bringing happiness to people and there aren't many other people in the "happiness" business. This is a tremendous responsibility which rests squarely on our shoulders. One author said recently that fewer than five percent of Americans are happy. I would like to think that he is wrong. But I think that our responsibility of bringing happiness

continued on page 22

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It's Oakland in February for NIRA's 1969 Western Conference

There will be many reasons for celebrating at NIRA's 20th Annual Western Conference, which will be held at the Leamington Hotel in Oakland, Calif., February 28 through March 2, 1969.

Foremost among these reasons is the fact that it will be the 50th Anniversary of the founding of the Oakland Industrial Recreation Assn., which is co-hosting the conference with the Richmond (Calif.) IRA. This milestone will be officially honored at a Welcome Reception on the opening evening of the Conference.

Another call for celebration is that the Chinese New Year occurs during the Conference. NIRA delegates will help usher in "The Year of the Chicken" with a special excursion to San Francisco's Chinatown the evening of March 1st to witness the world renowned Chinese New Year Parade.

On Friday morning, Feb. 28th, prior to the official opening of the Confer-

ence, a golf tournament will be held for all of the delegates.

The Conference itself will consist of six intensive sessions devoted to the intricacies of administering an industrial recreation program. An exhibit hall full of the latest in products and services of interest to the industrial recreation administrator will also be featured.

Further notes on the NIRA Conference schedule: Make plans now to attend NIRA's 1969 National Conference & Exhibit which will be held June 7-10 at the Chase Park Plaza in St. Louis.

At the recent Conference in Detroit, the site of the 1970 National was awarded to Denver. It will be May 23-26, 1970 at the Mile-High City's Denver Hilton.

Bids for the 1971 National Conference will be presented at NIRA's August 23rd Board of Directors meeting in Chicago. To date, Cleveland, Miami, New York, and San Francisco have announced that they are in the running.

with an entry of \$35 per five-man team. Deadline for entries is October 1st. Rick Hafron, assistant recreation director for McDonnell Douglas Corp. is the tournament chairman.

Last year, a team of Winchester employees from New Haven, Conn. won the Class A event, while Allison Div. of GMC's team took the Class B championship. Prizes included trophies, shotguns, and hunting trips.

Control Data Club Plans Huge Recreation Area

Options have been acquired on 570 acres of land near Minneapolis for use by members of the Twin City Employee Recreation Clubs of Control Data Corp. Initial purchase price of the land probably will exceed \$500,000.

"The land is not being purchased with Control Data funds but rather with funds of the Control Data Twin Cities Employee Recreation Clubs," states R. A. Hurst, CDC manager of Corporate Employee Recreation.

Plans for long-range development of the area which will preserve its natural beauty are in process by Brauer and Associates, Inc., landscape architects.

Hurst emphasized that acquisition of the property is dependent upon results of feasibility studies as well as review and approval by several public bodies. If everything pans out, development work could begin during the summer of 1969.

NIRA's Board To Meet In Chicago This Month

The Board of Directors of the National Industrial Recreation Assn. will hold its annual fall meeting at the LaSalle Hotel in Chicago, August 22-24.

Ken Kellough of North American Rockwell Corp., who assumed presi-

continued on page 18

Trap and Skeet Next Up On Tourney Schedule

The National Industrial Trap and Skeet Tournaments are the final events on NIRA's very successful 1968 tournament schedule.

The 19th Annual Trapshoot will be held Sunday, Sept. 8, 1968 at the Midletown Sportsmen's Club in Middletown, O. Armco Steel Corp. will again co-sponsor the tournament and act as host.

It will be a 50-bird event with the second 25 targets shot on a handicap scale. The entry fee is \$10 per five man team. Deadline for entries is September 5th. Chairman of the tournament is Bob

Bauer, recreation director of Armco Steel Corp.

Last year, a record 615 trapshooters representing 123 industrial teams competed for over \$2,000 worth of silverplate, shotguns, and hunting trips. A team of employees from Delco Moraine Div. of GMC, Dayton, O., won the event last year in a thrilling double shoot-off.

The 4th Annual National Industrial Skeet Tournament will be held Sunday, Oct. 13, 1968, at the Winchester Gun Club in Bridgeton, Mo., a suburb of St. Louis. Sponsor for the event will again be the St. Louis Industrial Recreation Council.

It will be a 50-bird handicap affair

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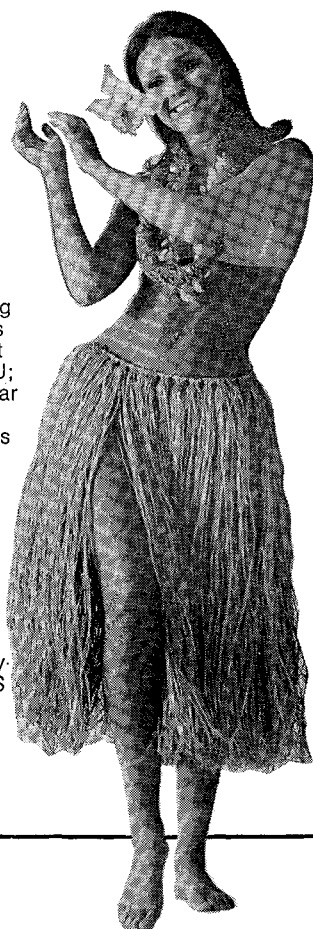
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continued from page 16

dency of the association at the recent National Conference in Detroit, will lead the Board in planning sessions to further the cause of industrial recreation in the coming year. At the top of the list of items which will come under the Board's scrutiny will be methods of increasing membership, promoting services, and expanding the NIRA tournament program.

Also, a site for the association's 1971 National Conference and Exhibit will be chosen. At this writing, Cleveland, Miami, New York, and San Francisco have announced that they are competing for the honor of host city.

On Thursday, August 22nd, the Board will have a combined meeting with the NIRA Travel Council to plan the formats for the employee group travel sessions at the 1969 National and Western Conferences.

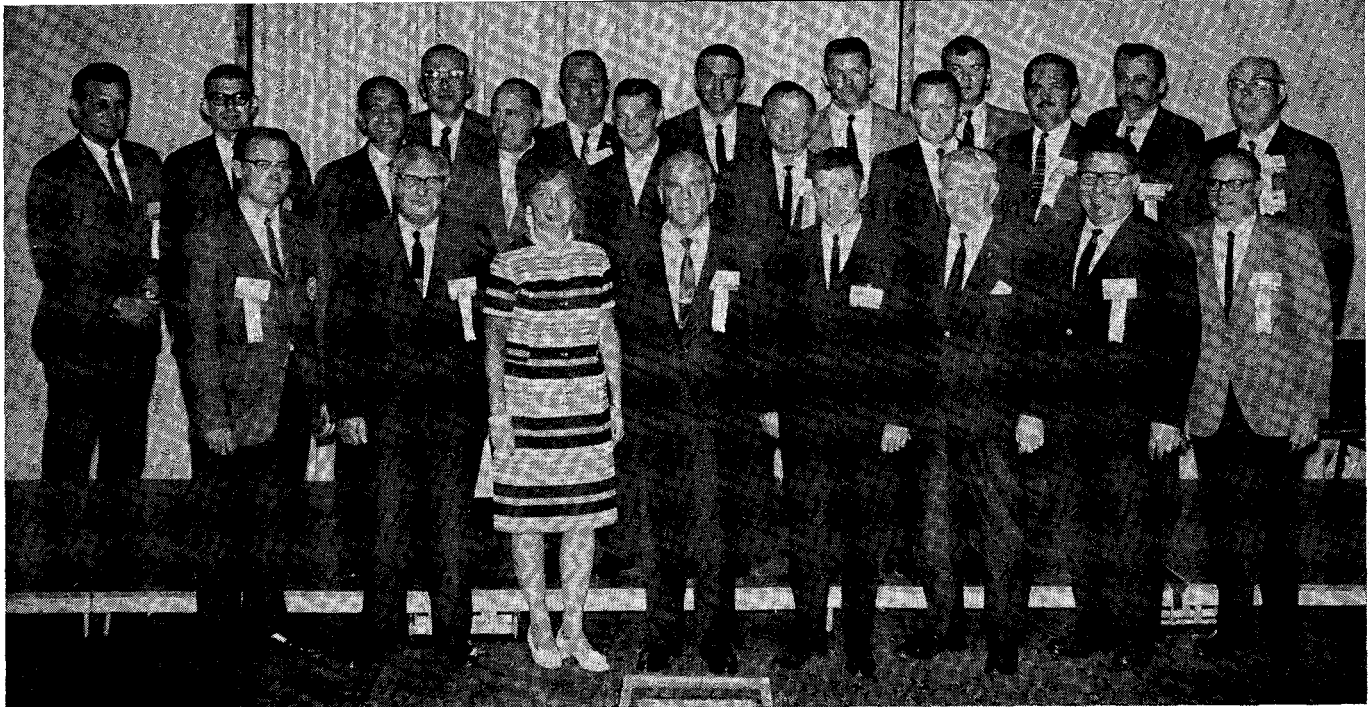
Wanted: All Tardy Association Info Sheets

A questionnaire requesting information on size classification and the names of the current NIRA representatives was sent to all members of the association in July.

If you have not already done so, please fill out the questionnaire and return it immediately to NIRA headquarters. The information will be of great help in conducting the association's day-to-day affairs.

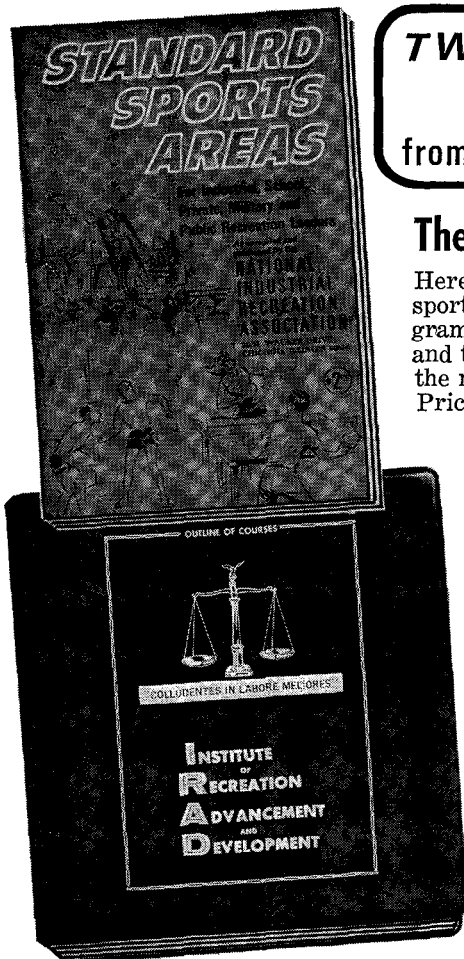


Miss Janet Peysen of Copperas Cove, Texas is the 1968 recipient of NIRA's Annual Scholarship Award. Miss Peyson is a student at Texas Women's University, enrolled in the College of Health, Physical Education & Recreation.



NIRA's Board of Directors for 1966-69 as they appeared at the recent Detroit Conference just after their election. (Lower row, from the left) Pat Feely, Falk Corp.; Art Conrad, Flick-Reedy Corp.; Mary Kennelly, AT&T; President Ken Kellough, North American Rockwell; Joe Lannan, Manufacturers Life; Ed Mitchell, U. S. Steel; Bert Granville, McDonnell Douglas; Chuck Placek, Motorola. (Upper row) Art Brauer, Raybestos-Manhattan; Frank Barnes, Xerox; Ted Scandurra, Equitable Life; Fred Canaday, General Motors; John Gentile, TRW Inc.; A. B. Cunningham,

Groves Thread; Dale Shaffer, Delco-Remy; Bob Bauer, Armco Steel; Bill West, Pharr Yarns; Dick Wilsman, S. C. Johnson & Son; Bob Eppley, Cummins Engine; Dick Larsen, Kohler; George Schmiedel, General Dynamics/Convair; Stan Locke, Jet Propulsion Lab; President-Elect Murray Dick, Dominion Foundries & Steel. (Not pictured) Charles Cunningham, U.S. Dept. of Agriculture; Howard Honaker, Faultless Rubber; L. L. Jarl, General Dynamics/Fort Worth; Gerald LaGrave, Canadair; Don Neer NIRA executive director; Gordon Starr, U. of Minnesota.



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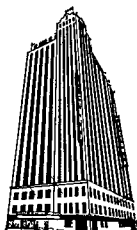
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Diego, Calif.—Bowling and Sports-
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*Eli Lilly & Co., Indianapolis, Ind.—
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*State Farm Insurance Co., Bloomington,
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Club.*

*A.C. Electronics, Milwaukee, Wis.—
Golf.*

*Cessna Aircraft, Wichita, Kans.—Bas-
ketball.*

*Douglas Missile & Space Systems,
Huntington Beach, Calif.—Basket-
ball.*

*Eastman Kodak Co., Rochester, N.Y.—
Fitness & Health.*

*Foster Grant Co., Leominster, Mass.—
Social Activities.*

*Kaiser Steel Corp., Fontana, Calif.—
Golf.*

*Olin Mathieson, East Alton, Ill.—
Sportsman's Club.*

*Raybestos-Manhattan, Inc., Stratford,
Conn.—Softball.*

*Sandia Corp., Albuquerque, N.M.—
Bowling.*

Deaf Employees Form A Club of Their Own

They hear with their eyes and talk
with their hands.

With these handicaps as a common
bond, a small nucleus of deaf employ-
ees at North American Rockwell's
Autonetics Div., Anaheim, Calif.,
have formed a club called "The
Equalizers."

The selection of the club name tells
all about the importance the members
attach to their foundling organiza-
tion, and to the place where they
work.

The objective of the club is for the
deaf employee to help himself come
closer to being equal to other employ-
ees, explains club founder William T.
Uren, a tool and die maker who has
been with the company for 15 years.

To date, approximately 20 em-
ployees from among the more than
100 deaf employees with the com-
pany are members of the new club.

"Many of the deaf employees feel
left out of the normal course of events
here at the plant," said Uren, "miss-
ing, for example, important things
that are on the closed-circuit televi-
sion."

A few of the deaf have taught
themselves to speak and many can
read lips, and all of them, even those
who can talk, use a sign language
common to the deaf, called dactylolo-
gy—the art of communicating ideas

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Portrait of a windmill windup: To opposing batters, Henry Dahl may look like he has too many right arms, but he needs, and uses, just one. Dahl, Manager of Employment for The Upjohn Co., Kalamazoo, Mich., is in his tenth year as the leading pitcher for the company's No. 1 softball team. Over a mound career spanning 23 years, he has compiled a 406-206 win-loss record. Among his many accomplishments are two perfect games, 35 no-hitters, and 275 shutouts. This fantastic photo was taken by Upjohn photographer Maurice Rykert.

by signs made with the fingers.

This complicated sign language is one of the keys to the success of Uren's long-dreamed-of club.

A former vice-president of the American Federation for the Physically Handicapped, Uren has the volunteer help of a fellow employee, Joyce Grimes, who is not deaf, but learned the sign language from her parents, both of whom are unable to hear.

Joyce translates to deaf employees what the guest speakers at club meetings are saying, just as fast as they talk.

AROUND THE CIRCUIT

NIRA Board member George Schmiedel has been promoted to supervisor of recreation at General Dynamics/Convair in San Diego. In his new capacity, Schmiedel will be responsible for all Convair Recreation Association activities, vending services, and food services.

Always an active participant in community affairs, Paddy Luedke, welfare and recreation manager for Milwaukee Gas Light Co., has been elected president of the Milwaukee Bowling Council.

Delco Moraine Div. of GMC captured its third straight Dayton Industrial Athletic Assn. trapshooting title in a down-to-the-wire shootoff with the National Cash Register team, also from Dayton.

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Young woman, 24, recently graduated from Wisconsin State University with a B.S. in Recreation, seeks position as assistant administrator in industrial recreation program. Single. Salary \$6,000.
Box #183—RECREATION MANAGEMENT

Man with extensive background of administering armed service recreation programs and coaching seeks position as recreation director. B.S. in Psychology from William and Mary. Familiar with all phases of recreation. Age 35. Single. Salary \$10,000. Available Sept. 1968.
Box #182—RECREATION MANAGEMENT

Young man, 28, with B.A. degree from the U. of Nevada and field experience seeks administrative position in industrial recreation. Single. Salary \$10,000.
Box #181—RECREATION MANAGEMENT

Municipal recreation director with five years' experience seeks position as recreation director in industry. B.A. degree from U. of Toledo. Age 31. Single. Salary \$9,000.
Box #180—RECREATION MANAGEMENT

Young man, 23, with B.S. in Recreation from U. of Wyoming seeks administrative or supervisory position in recreation program. Some prior experience. Married, 1 child. Salary open.
Box #179—RECREATION MANAGEMENT

Young man, 28, with B.S. in Physical Education from California State College seeks position in industrial recreation. Single. Salary commensurate with position.
Box #178—RECREATION MANAGEMENT

Young man, 26, with B.S. in Education from Kansas State College at Pittsburg seeks position as recreation administrator. Married. Salary, \$7,500.
Box #177—RECREATION MANAGEMENT

Young man, 24, with B.S. in Recreation from the University of Wyoming seeks position as recreation director. Married, one child. Salary, \$7,000.
Box #176—RECREATION MANAGEMENT

Young man, 27, with B.S. in Health & Phys. Ed. from Murray State U. (Ky.) seeks position

as recreation supervisor in industrial or community program. Married, one child. Salary open.
Box #175—RECREATION MANAGEMENT

MISCELLANEOUS

GROUP-CHARTER FLIGHT HANDBOOK—New Guide details: Air fares; charter rates; regulations; Europe, Caribbean, World-wide; how organizers can earn free seats; airline classifications; inexpensive European charter tours. Names 1,100 typical organizations. Free details.
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"RECREATION MANAGER"—A quarterly journal read by your opposite number in Great Britain. If you would like to be included on the free mailing list, write to John Rees, Sports Secretary, John Lewis Partnership, Oxford Street, London W.1. England.

The Year 2000 continued from page 15

to people is not to be taken lightly. It is our business — our responsibility — and if we don't do it, there is nobody else to do it.

I am not convinced that we see our jobs as being important enough. We must understand that our jobs are supremely important and that the primary difference between the professional and the technician has always been that the professional knows why his job is important. As somebody said "The man who knows how to do something will always have a job, but the man who knows why he does it will always be his boss." We must exert strong leadership and not take our jobs for granted.

Inspiring Leadership Needed

In the challenging new book, *In Search of Leaders*, Barbara Tuchman says that the missing element in our leaders today is moral courage. She says: "There is abdication of moral leadership in the sense of a general unwillingness to state and enforce standards". Nevitt Sanford states the value of positive leadership this way: "The consumer, as I see it, needs not so much to have suitable arrangements made for him as he needs to be inspired, to be offered some vision of what he might become." We need inspiring and enthusiastic leaders in this field.

I would like to think — George Orwell and Toynbee notwithstanding — that amassing leisure for our people and having a leisure-oriented society could be a real blessing. We could have the "Shangri-La" of James Hilton's wonderful book, *Lost Horizon*, by the Year 2000.

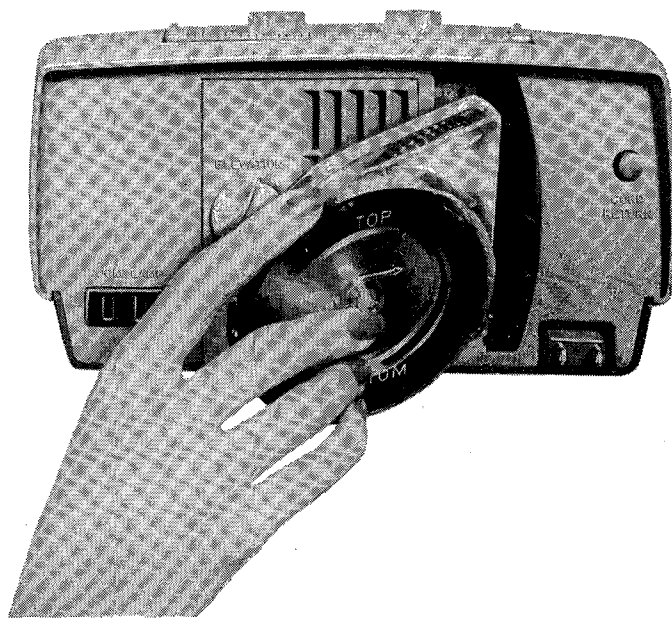
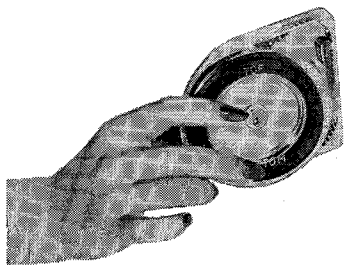
What these people who are concerned about leadership have said is that we need leaders who know what they are *for* as well as what they are *against*. Somebody has said that this is the trouble with our young people today. They are mirroring their professors and parents. They know what they are *against*, but very few of them know what they are *for*. I would like to hope that we know what we are *for*.

Albert Einstein said: "Our age is characterized by the perfection of means and the confusion of goals." I guess the story that best symbolizes this for me is that of the man who was watching the bricklayers put up a new building. He went up to one bricklayer and asked, "What are you doing?" The bricklayer said, "I am laying bricks," and went back to work. The man then walked around to the other side of the building and was attracted to one particular bricklayer who seemed to take exceptional pride in his work as he set each brick in place. The man walked over to him and asked, "What are you doing?" The bricklayer said proudly, "I am building a cathedral". I would hope that we are like the second bricklayer — that we can see the cathedral and not just the bricks. It is our job to help balance their lives with wholesome and enjoyable activities. This is a personal responsibility we must assume and I think that it can best be summed up in the following slogan made up of ten two-letter words: "If it is to be, it is up to me."

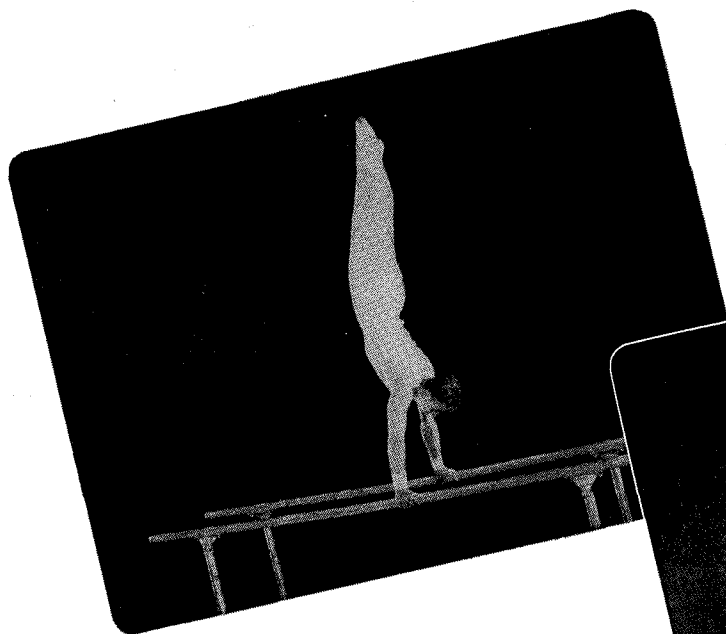
(This article is from the keynote address given by Dr. Anderson at the Employee Recreation Seminar held at the University of Minnesota on February 21, 1968.)

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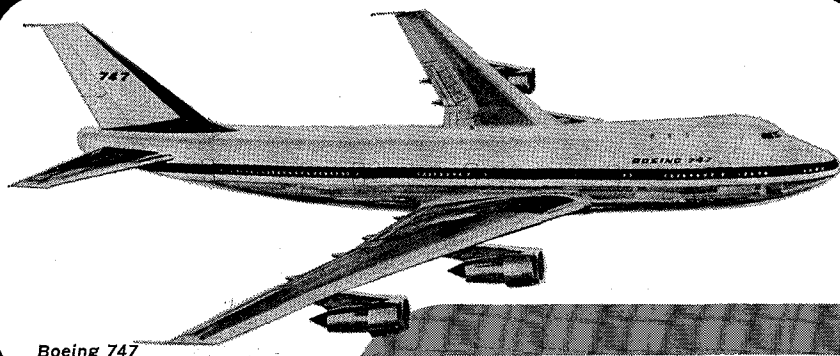
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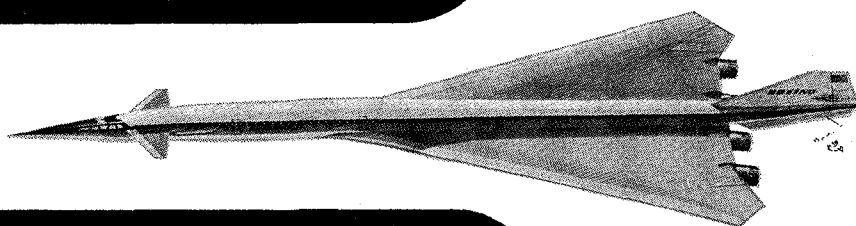
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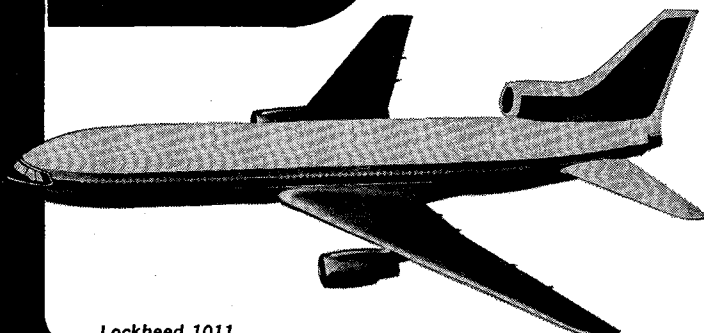
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also in this issue:

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SEPTEMBER, 1968

Volume 11, Number 7

Harbingers of things to come: In the 1970's, the big birds pictured on the cover will be carrying 300 to 500 passengers on jaunts throughout the world. For the complete story, see the article on page 12. Cover design by

Leo Rotelli.



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|----------------------|-------------------------|-----------------------------|
| ATLANTIC CITY, N. J. | Convention Hall | Fri. July 19—Sat. Aug. 31 |
| HOUSTON, TEXAS | Sam Houston Coliseum | Thu. Sept. 5—Mon. Sept. 16 |
| PITTSBURGH, PA. | Civic Arena | Fri. Sept. 20—Sun. Sept. 29 |
| NEW HAVEN, CONN. | New Haven Arena | Tue. Oct. 1—Mon. Oct. 7 |
| CINCINNATI, OHIO | Cincinnati Gardens | Wed. Oct. 9—Sun. Oct. 13 |
| CLEVELAND, OHIO | Cleveland Arena | Tue. Oct. 15—Sun. Oct. 27 |
| BUFFALO, N. Y. | Memorial Auditorium | Tue. Oct. 29—Sun. Nov. 3 |
| TORONTO, ONT. | Maple Leaf Gardens | Mon. Nov. 4—Mon. Nov. 11 |
| SPRINGFIELD, MASS. | Eastern States Coliseum | Wed. Nov. 13—Sun. Nov. 24 |
| MONTREAL, QUE. | The Forum | Mon. Nov. 25—Mon. Dec. 2 |
| ROCHESTER, N. Y. | War Memorial | Wed. Dec. 4—Sun. Dec. 8 |
| PROVIDENCE, R. I. | Rhode Island Auditorium | Tue. Dec. 10—Tues. Dec. 17 |
| CHRISTMAS VACATION | | Wed. Dec. 18—Thu. Dec. 26 |
| BOSTON, MASS. | Boston Garden | Fri. Dec. 27—Sun. Jan. 5 |
| NEW YORK, N. Y. | Madison Square Garden | Tue. Jan. 7—Sun. Jan. 19 |
| WASHINGTON, D. C. | Coliseum | Tue. Jan. 21—Tue. Feb. 4 |
| HERSHEY, PA. | Sports Arena | Wed. Feb. 5—Sun. Feb. 16 |
| PHILADELPHIA, PA. | Spectrum | Mon. Feb. 17—Sun. Feb. 23 |
| CHICAGO, ILL. | Chicago Stadium | Tue. Feb. 25—Sun. Mar. 9 |
| DETROIT, MICH. | Olympia Stadium | Tue. Mar. 11—Sun. Mar. 23 |
| ST. LOUIS, MO. | Arena | Tue. Mar. 25—Sun. Mar. 30 |
| CHARLOTTE, N. C. | Coliseum | Mon. Apr. 7—Sun. Apr. 13 |
| KANSAS CITY, MO. | Municipal Auditorium | Wed. Apr. 16—Mon. Apr. 21 |
| DENVER, COLO. | Coliseum | Wed. Apr. 23—Sun. Apr. 27 |
| LOS ANGELES, CALIF. | Sports Arena | Wed. Apr. 30—Sun. May 18 |
| LONG BEACH, CALIF. | Arena | Mon. May 19—Sun. May 25 |

WEST COMPANY TOUR 1968-1969

| CITY | PLACE | DATE |
|-----------------------|-------------------------------|-----------------------------|
| DULUTH, MINN. | Duluth Arena | Tue. Aug. 13—Sun. Aug. 18 |
| SAN ANGELO, TEXAS | Coliseum | Thu. Aug. 22—Sun. Aug. 25 |
| ODESSA, TEXAS | Ector County Coliseum | Wed. Aug. 28—Mon. Sept. 2 |
| AMARILLO, TEXAS | Coliseum | Wed. Sept. 4—Tue. Sept. 10 |
| SAN ANTONIO, TEXAS | Convention Hall Arena | Thu. Sept. 12—Wed. Sept. 18 |
| OKLAHOMA CITY, OKLA. | State Fair Arena | Fri. Sept. 20—Wed. Sept. 25 |
| TULSA, OKLA. | Fairgrounds Pavilion | Fri. Sept. 27—Sun. Oct. 6 |
| FORT WORTH, TEXAS | Convention Center | Tue. Oct. 8—Sun. Oct. 13 |
| DALLAS, TEXAS | Memorial Auditorium | Tue. Oct. 15—Sun. Oct. 20 |
| SHREVEPORT, LA. | State Fair Hirsch | Tue. Oct. 22—Sun. Oct. 27 |
| EL PASO, TEXAS | Mem'l Col. | |
| ALBUQUERQUE, N. M. | County Coliseum | Wed. Oct. 30—Sun. Nov. 3 |
| FRESNO, CALIF. | Civic Auditorium | Tue. Nov. 5—Sun. Nov. 10 |
| SAN FRANCISCO, CALIF. | Convention Center Arena | Tue. Nov. 12—Sun. Nov. 17 |
| BAKERSFIELD, CALIF. | Civic Auditorium | Tue. Nov. 19—Sun. Nov. 24 |
| LAS VEGAS, NEV. | Civic Auditorium | Wed. Nov. 27—Sun. Dec. 1 |
| VICTORIA, B. C. | Convention Center | Wed. Dec. 4—Sun. Dec. 8 |
| CHRISTMAS VACATION | Memorial Arena | Wed. Dec. 11—Sat. Dec. 14 |
| SPOKANE, WASH. | | Sun. Dec. 15—Tue. Dec. 24 |
| SEATTLE, WASH. | Coliseum | Wed. Dec. 25—Wed. Jan. 1 |
| VANCOUVER, B. C. | Seattle Center Coliseum | Thu. Jan. 2—Sun. Jan. 5 |
| EDMONTON, ALTA. | Pacific Coliseum | Mon. Jan. 6—Sun. Jan. 12 |
| CALGARY, ALTA. | Edmonton Gardens | Tue. Jan. 14—Sat. Jan. 18 |
| REGINA, SASK. | Stampede Corral | Mon. Jan. 20—Sat. Jan. 25 |
| WINNIPEG, MAN. | Exhibition Stadium | Mon. Jan. 27—Wed. Jan. 29 |
| ST. PAUL, MINN. | Arena | Thu. Jan. 30—Tue. Feb. 4 |
| CHAMPAIGN, ILL. | Municipal Auditorium | Thu. Feb. 6—Sun. Feb. 9 |
| NOTRE DAME, IND. | Assembly Hall, Univ. of Ill. | Tue. Feb. 11—Sat. Feb. 15 |
| KITCHENER, ONT. | Athletic & Convocation Center | Tue. Feb. 18—Sun. Feb. 23 |
| LONDON, ONT. | Memorial Auditorium | Tue. Feb. 25—Sun. Mar. 2 |
| OTTAWA, ONT. | The Gardens | Mon. Mar. 3—Sun. Mar. 9 |
| QUEBEC CITY, QUE. | Civic Centre | Tue. Mar. 11—Sun. Mar. 16 |
| HALIFAX, N. S. | Coliseum | Tue. Mar. 18—Sun. Mar. 23 |
| UTICA, N. Y. | The Forum | Tue. Mar. 25—Sun. Mar. 30 |
| TROY, N. Y. | Memorial Auditorium | Wed. Apr. 2—Sun. Apr. 6 |
| LINCOLN, NEB. | RPI Field House | Mon. Apr. 7—Sun. Apr. 13 |
| WICHITA, KANSAS | Pershing Municipal Aud. | Wed. Apr. 16—Sun. Apr. 20 |
| PHOENIX, ARIZ. | Univ. of Wichita Field House | Tue. Apr. 22—Sun. Apr. 27 |
| HONOLULU, HA. | Ariz. Veterans Mem. Coliseum | Tue. Apr. 29—Sun. May 4 |
| | H. I. C. Arena | Thu. May 8—Sun. May 18 |

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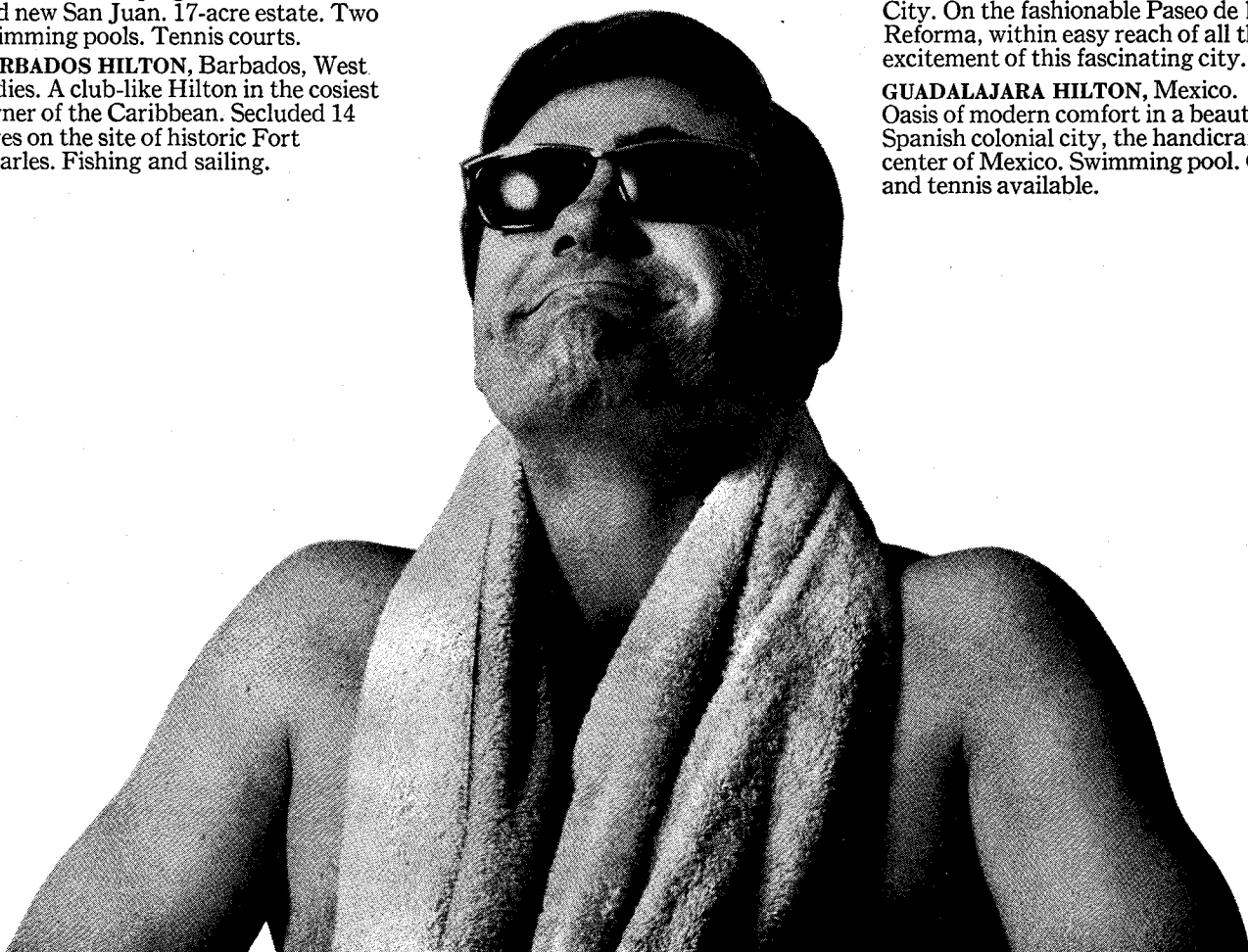
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☐ CONTINENTAL HILTON, MEXICO CITY
☐ GUADALAJARA HILTON, MEXICO
☐ CARIBE HILTON, SAN JUAN

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R/M's Itinerary Planning Guide for Foreign and Domestic Group Travel

Vacationing employee groups will travel to the ends of the earth in the coming year. As an aid to the travel club officers and recreation administrators who are preparing the itineraries for their 1969 and 1970 employee group tours, R/M again presents some sample trips in outline form. If the areas profiled here coincide with the interests of your groups, R/M can help you get the best all-round information with the aid of the advertisers in this issue, including specific points of interest, accommodations, and prices. Just indicate on the attached postage-free reply card which tours interest your group, tear it out and mail it. The information will be forwarded to you promptly.

EUROPE

With the increasing prevalence of three and four-week vacations, it is possible for company groups to arrange the European tours listed below so that they may fly one way and cruise the other. This way they can enjoy the best of both modes of travel on a single tour.

E1. IRELAND-ENGLAND-SCOTLAND

Tours center on Dublin, London, Edinburgh, and can include all the historic sights of the British Isles. Schedule a trip to the Shakespeare country. Plan a trip around a group hunting or golfing expedition to Ireland and Scotland.

E2. FRANCE-HOLLAND-BELGIUM

Center your tour on Paris, Nice, Lourdes, Amsterdam, Brussels. See the Chateaux country, Normandy, Brittany, The Pyrenees. End with a Rhine River trip through rural Holland.

E3. GERMANY-SWITZERLAND-AUSTRIA

See Berlin, Frankfurt, Munich, Zurich, Lucerne, Geneva, Interlaken, Innsbruck, Salzburg, and Vienna. Include a Rhine River excursion. Visit the great medieval cities of Central Europe.

E4. SPAIN-PORTUGAL

Tour Lisbon, Madrid, Barcelona, Palma. Include a motor coach tour of rural Portugal. Other "Andalusian highlights" include jaunts through Granada, Cordova, and Seville.

E5. ITALY-GREECE

Start from Rome. See Milan, Florence, Venice, Naples, Genoa, Palermo, and Capri. Visit Athens and view the "glory that was Greece."

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Explore the great cities of the exotic Middle East including Cairo, Beirut, Jerusalem, Haifa, Istanbul. Side excursions to the Pyramids, Troy and Galilee.

E8. MEDITERRANEAN CRUISES

You can start from the U.S. or from a European port and visit the French Riviera, North African ports, Italy, and the Greek Islands. A variety of special cruise packages exist with your ship serving as your floating luxury hotel.

OTHER FOREIGN

F1. MEXICO

Arrive in Mexico City. Visit world famous sugar plantations, sulphur springs, resorts, Mexico City proper. Take trips to Pyramids of the Moon and Sun, and Shrine of Guadalupe. See a bullfight. Visit Acapulco.

F2. THE PACIFIC

Jet to Tahiti. Perhaps see Bora Bora and New Zealand. Combine with trip to Hawaii. See the world's newest and fastest growing vacation area.

F3. THE ORIENT

Stop over in Honolulu. Visit great cities of Japan, including Tokyo, Nikko, Yokohama, Kyoto, Osaka. Also see Hong Kong, Macau, Taipei, Tulien. Make additional stops at exotic Bangkok, Kuala-Lampur, and Singapore.

F4. TRANSATLANTIC CRUISE

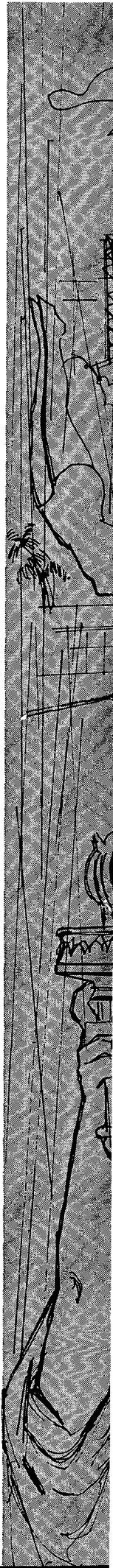

Starting from New York, you leisurely cross the Atlantic to "do the continent." Luxury and comfort at bargain prices on your vacation begins the moment you step aboard.

F5. SOUTH AMERICA

Fly to Rio de Janeiro. See booming Sao Paulo, Montevideo, Buenos Aires, Santiago, and Lima. Visit the Inca ruins. Visit ultra-modern Brasilia, see Chilean Lakes, towering Iguacu Falls.

F6. CARIBBEAN CRUISES

Start from New York. Cruise to the Caribbean aboard luxury liner. Ports of call include St. Thomas, Fort de France, Curacao, Nassau. Experience the magic of the Indies.



DOMESTIC

D1. HAWAII

Jet to Hawaii from home city. Enjoy a traditional Aloha flower welcome in Honolulu. Swim at Waikiki. Try a luau dinner. Visit Pearl Harbor and the scenic delights of tropical Oahu. See the exquisite Outer Islands. Take cruise ship back to San Francisco. Fly home.

D2. WESTERN TOUR

Starting from California, see Los Angeles, San Francisco, San Diego, national parks, Sierras, include Reno and Las Vegas, on to Colorado's Estes National Park. Jet to home city via Denver.

D3. LAS VEGAS AND RENO

Still the "Monte Carlo" of America, Las Vegas is a first rate group destination. See the famous gaming houses, nite spots gay with neon illumination. Consider including jaunts to Lake Mead, Grand Canyon, Zion National Park, and Death Valley.

D4. AMERICAN/CANADIAN ROCKIES

Start from Billings, Montana, and ride by stream-line train and motor coach through the breathtaking Rockies. See Glacier Park, Yellowstone, Waterton Lakes Park, and much of scenic Montana. Or organize a winter excursion to Denver, mecca of ski enthusiasts the world over.

D5. MIAMI BEACH AND STATE OF FLORIDA

Jet to Miami Beach, "Land of Sunshine." Stay in one of the many fine ocean-front hotels or motels. Schedule side tours, such as the Everglades and the Seaquarium. Take a local cruise. Motor over

Tamiami trail to west coast of state. Stop at Sarasota, see famed Ringling Brothers Circus Museum. See the porpoise and seals perform at St. Petersburg Beach's new Aquatorium. Jet home from Tampa.

D6. MIDWEST

See Chicago, Springfield, Illinois, and historic Lincoln shrines in Illinois' "Lincolnland." Take a cruise on Lake Michigan. Travel by bus to Mackinac Island, through Michigan's most beautiful areas.

D7. NEW YORK CITY

Favorite all-time tourist attraction in the U.S.A. Jet to New York. See Broadway plays, attend concerts, see ball games. Visit museums. Tour city and view from atop RCA building, Empire State building, and others offering aerial views.

D8. WASHINGTON-WILLIAMSBURG

Visit the Capitol, Supreme Court, Library of Congress, Lincoln Memorial, Arlington Cemetery, Georgetown, as well as Mt. Vernon, a short distance outside of the city. See colonial Williamsburg, restored as it appeared in George Washington's day. Perhaps include a side trip to Maryland, to see Annapolis—home of the United States Naval Academy.

D9. NEW ENGLAND

Take a motorcoach tour of New England, 1,200 miles of scenic land, including Berkshire Hills, Green Mountains of Vermont, White Mountains of New Hampshire, Portland, and New England's rock-bound coast. See Boston, Lexington, Cape Cod.

SPECIAL INTEREST TOURS

A travel natural for employee groups are the trips and tours which explore the "special interests" of the participants while at the same time fulfilling their urge to travel. The industrial recreation director has "ready-made" interest groups composed of many different clubs that are incorporated into his recreation association, i.e. the camera club, the garden club, the rod and gun club, etc. Many interesting tours can be fashioned for each one of these clubs. If you would like information on tours for a special interest group not listed below, just write in your choice on the card.

S1. GOLF TOURS

Golf your way around Europe. Play the most famous courses in the British Isles and the Continent in the company of your favorite golfing partners. Play St. Andrews in Scotland, the Royal Waterloo in Brussels, and St. Cloud in Paris, to name a few.

S2. HUNTING TOURS

Hunt stag in Ireland, grouse in Scotland, wild boar in the Black Forest on some of the world's finest and most famous shooting preserves. Spend your nights in magnificent castles and manor houses once occupied by royalty.

S3. SKI TOURS

For your ski buffs who long to try the legendary slopes of Europe. Choose from St. Moritz, Innsbruck, Chamonix, Garmisch, Cortina or any of the other fine resorts throughout the Alps.

S4. GARDEN TOURS

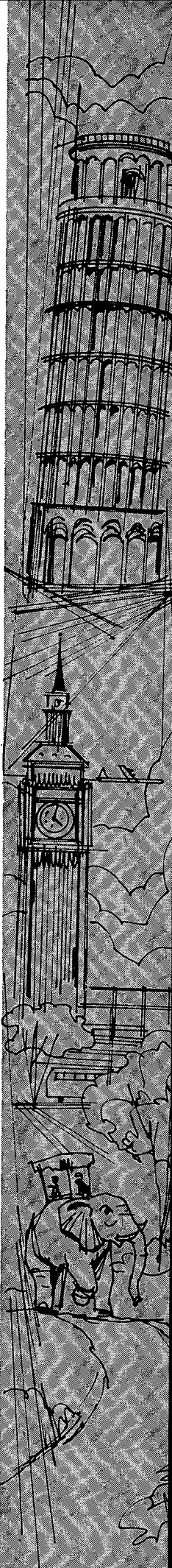
A garden club from your firm would find this tour of Europe a pure delight. Some of the finest landscaping and gardening in the world is on display at such spots as the manor houses of Britain, the public parks of Paris, not to mention "tulip time" in Holland.

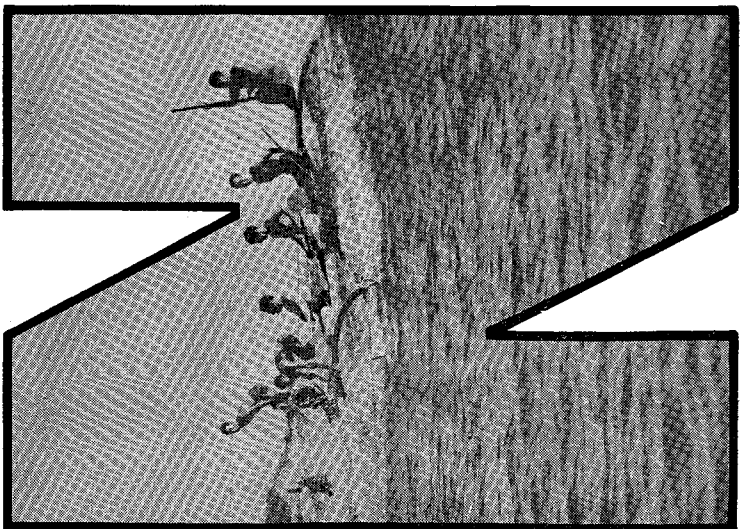
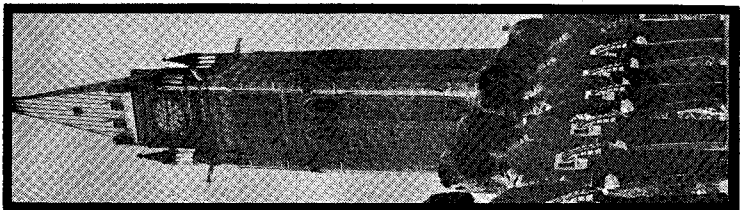
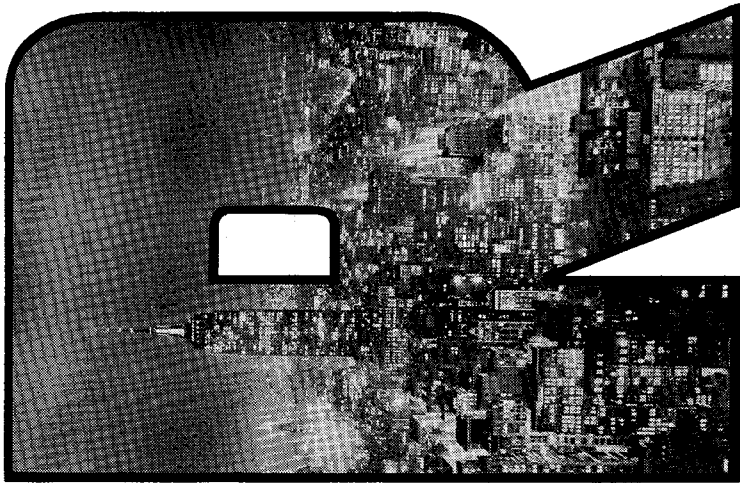
S5. FISHING TOURS

Pit your angling skills against Atlantic salmon in the rivers of Scotland, arctic char in the lakes of Norway, brown trout in the streams of Germany. All this and spectacular scenery.

S6. WINE TOURS

The gourmets of your company will go for this. Visit the classic wine producing areas of Europe—the magnificent chateaux of Bordeaux, the beautiful Cote d'Or of Burgundy, the fairytale atmosphere of the Moselle and the Rhine.





TRAVEL Council

AT YOUR SERVICE FOR BETTER EMPLOYEE TOURS

NIRA's Travel Council, founded in 1957 to give guidelines and to develop aids for companies interested in employee group travel, now includes the following leading firms:

TOUR OPERATORS

American Express Co.
Astral Travel Service, Inc.
Empire Travel Service
Liberty Travel Group
Movements, Inc.
Simmons Group Journeys
S & H Travel Awards, Inc.
Travelpower, Inc.
Travel With Goren, Inc.

Home Lines

KLM Royal Dutch Airlines
Sabena Belgian World Airlines
Trans Caribbean Airways
Trans International Airlines
Trans World Airlines
UTA—French Airlines
World Airways

CARRIERS

Air France
Air West
British Overseas Airways Corp.
Continental Air Lines
French Line
Grace Line

HOTELS & ALLIED GROUPS

The Barclay Motel
The Dunes Hotel
Hilton Hotels Corp.
Hotel Corp. of America
N.Y. Convention & Visitors
Bureau
Sheraton Corp. of America

Send to the Travel Council for any of the following employee travel program aids:

Clip out and send to: NIRA Travel Council, 20 N. Wacker, Chicago 60606

☐ Starting an Employee Travel Club ☐ Sample Employee Travel Club Constitution

☐ Air Transportation and Land Arrangements Check List ☐ Services for Families Who Travel by Auto

☐ Steamship Travel Check List

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Please send me the information I have checked.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

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Frequent departures from eastern and midwestern cities. Call us or send in the coupon below. Let us show you how we can make your travel program the most fun-filled, value-packed & appreciated of all!

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HONOLULU

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at \$29.50 supplement!)

SAN FRANCISCO

3 days & nights at the fabulous
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DINING PLAN... all breakfasts; in LAS VEGAS all dinners including big-name dinner show; in HONOLULU and SAN FRANCISCO dinners at choice of internationally famous restaurants!

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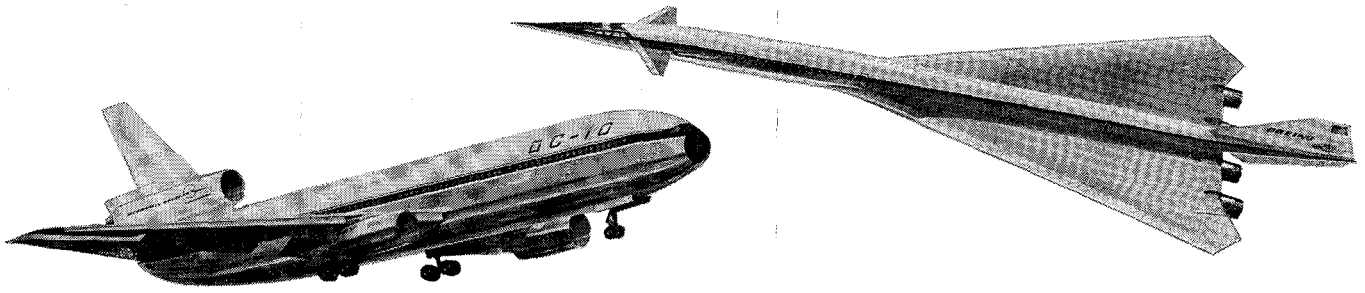
☐ Have representative contact us

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Address _____

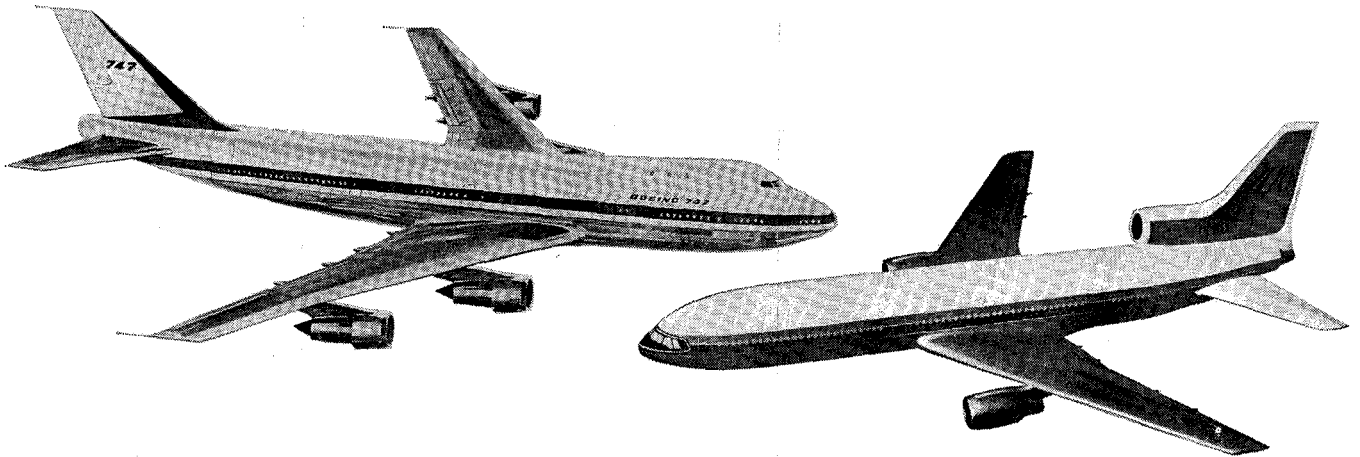
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The Changing Face of Air Travel in the '70s . . .

Make Way For The Big Ones



The commercial jet airliners of the near future will be dramatically winging their way across the country and throughout the world with payloads of 300 to 500 travelers.

Such increased passenger capacities will be a boon for air travelers, especially employee groups, since the price per ticket will ultimately be reduced substantially. Add this to the already reduced group rates earned by employee travel clubs and vacations by air become exceedingly attractive in the next decade.

The high level of comfort which the larger planes will offer will be very evident to the passengers. Wider aisles and seats, and full-scale galleys all will cater to creature comfort.

With the advent of the larger and faster jets, airlines and airports will be challenged as never before to keep pace with the needs of additional millions of air travelers. Reservations systems and baggage handling operations will have to be overhauled. Hotels, travel agents, bus companies, all must streamline their operations to provide optimum service to the ever-increasing floods of vacationers made possible by these "jumbo jets." It is an enormous challenge, but it is one that has to be met!

Following are thumbnail sketches of four of these advanced commercial jet transports which will be streaking across the skies of the 1970s.

The Boeing 747: Closest of the four to being a reality; roll-out of the first 747 is scheduled for October of this year. Its maiden flight will take place in December. First delivery to an airline should occur in September 1969.

The 747 will have a gross weight of 710,000 pounds, be 231 feet long, with a wingspan of 195 feet. It will be

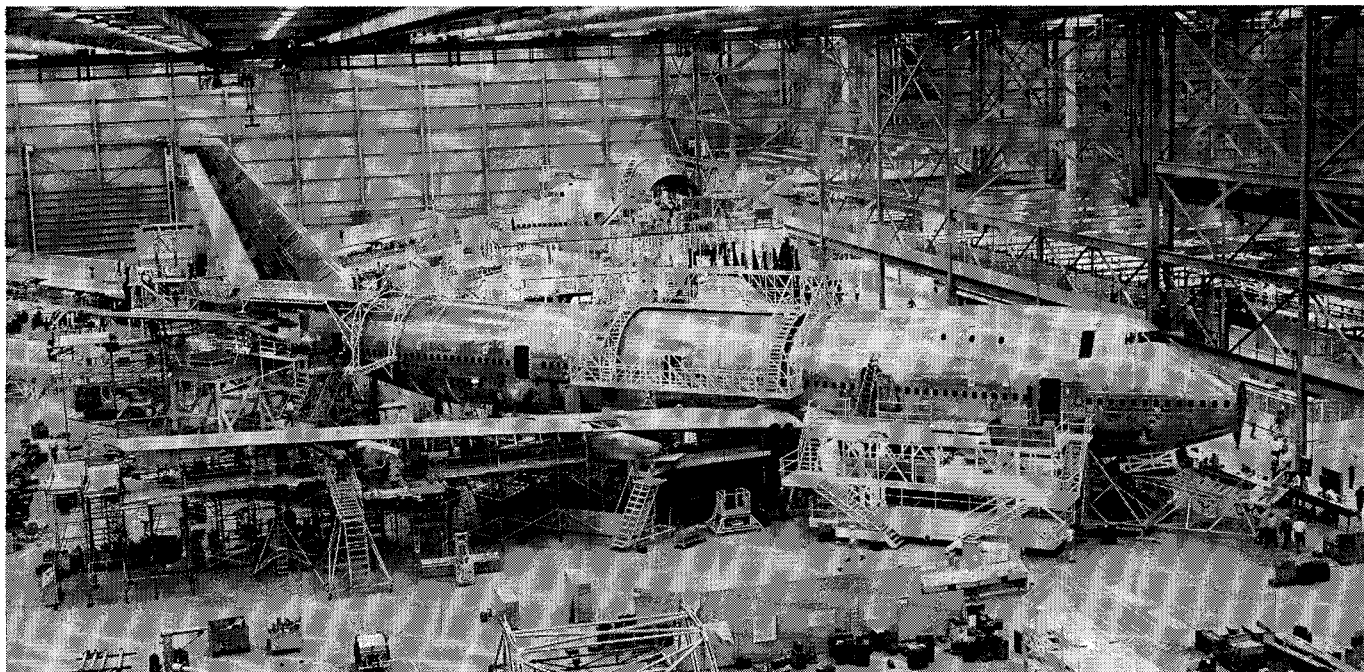
powered by four Pratt & Whitney turbofan engines which have approximately twice the thrust of the largest commercial jet engines in use today. Yet the plane is designed to be quieter than current jet airliners. It will have a speed of 625 mph.

From 350 to 490 passengers will be carried by the 747, depending on cabin arrangements. The passengers will board through five double-width doors on each side of the fuselage. The first-class section at the front of the plane incorporates a circular stairway leading to the unique upper-level lounge or stateroom area. The three economy compartments seat 104, 82 and 122 persons respectively and can incorporate nine- and ten-abreast seating with two aisles.

The McDonnell Douglas DC-10: A three-engine jetliner capable of carrying up to 334 passengers and operating economically over ranges from 300 to 3,200 statute miles at speeds over 600 mph. Length of the DC-10 is 179 feet. Wings, swept at an angle of 35 degrees, have a span of 155 feet. The fuselage is nearly 20 feet in diameter, more than 7 feet wider than today's four-engine transports.

The DC-10 will be powered by three General Electric engines — two mounted conventionally on pylons beneath the wings, and the third installed above the aft fuselage at the base of the vertical stabilizer.

Rapid and easy entrance and exit is provided by eight passenger doors. There will be closed compartments in the cabin for the storage of personal effects. A centralized food preparation area will be located on a deck below the main passenger section. Studies have shown that hot food can be served to every passenger within a 30-minute period.



Looking like Gulliver surrounded by the Lilliputians, Boeing's initial 747 takes shape inside the cavernous new plant at Everett, Washington. A

total of 15,000 workers are expected to be employed at the Everett plant when peak production of the 747 is reached early in 1971.

The Lockheed L-1011: A subsonic tri-jet liner with more than double the passenger capacity of today's jets, the L-1011 will be capable of operating from medium-sized airports such as New York's La Guardia, with economical flight performance ranging from the high-density short hops to the non-stop transcontinental runs.

Three Rolls-Royce turbofan engines will power the 600 mph "airbus", which can carry up to 345 passengers in an all-economy arrangement. In the coach section, there will be four 44½-inch wide seat-pairs across, interspersed by two aisles so that no one is more than a seat away from one of the aisles.

The galley will be located a deck below the main passenger cabin and will be equipped with high-speed ovens, refrigerator, freezer, and other kitchen equipment. Two attendants will be able to prepare 324 meals on a flight. The food and beverage carts will be raised to the main cabin via two elevators.

The Boeing SST: The farthest from operational stage of the four planes mentioned here is Boeing's Supersonic Transport. It is also the most spectacular. This needle-nosed craft, available in the late '70s, is designed to carry 300 passengers 12 miles above the face of the earth at a speed of 1,800 mph. Perhaps equally remarkable, it will be capable of landing at speeds comparable to those of today's jetliners.

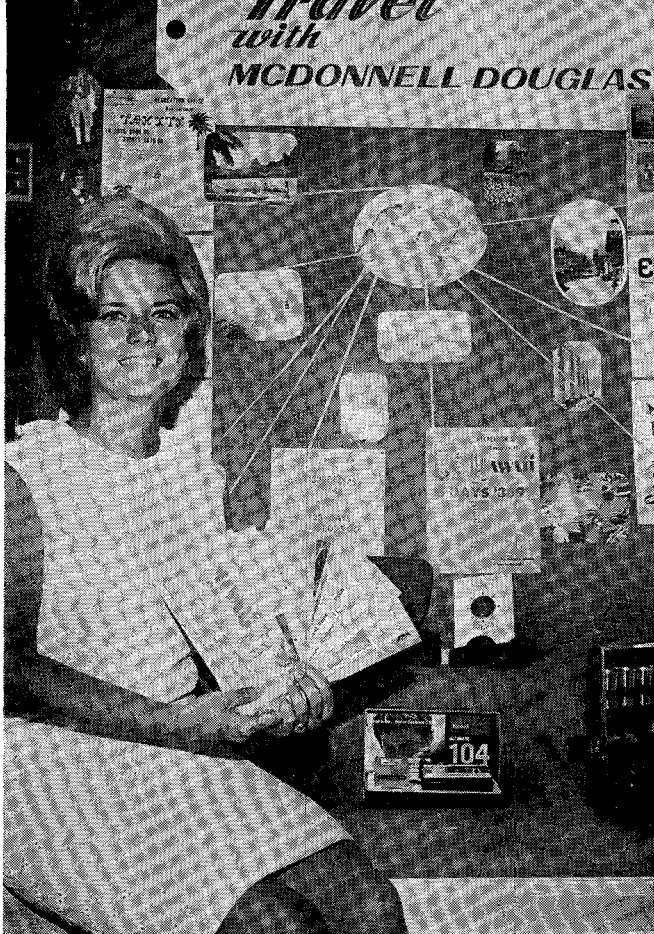
The secret of the big jet's versatility is its variable-sweep wing. Hinged on a huge pivot near the fuselage, the wings can be moved forward for reduced speed and swept back for high speed. For landings and takeoffs, the SST will increase "lift" by spreading its wings. For supersonic flight, the wings will be tucked in close to the body.

Because of the sonic boom which results when a plane exceeds the speed of sound, the economic feasibility of the SST Program is based on flying at supersonic speed only over the ocean. For example, the New York to Paris run would take only two hours and forty minutes, whereas, at present, it takes over seven hours. ■ ■



Main coach section of the new Lockheed L-1011 jetliner will bring first class roominess to economy air travelers beginning in 1971. Panoramic

view of full-scale mockup illustrates spacious two-abreast seating throughout cabin, with two convenient aisles and high ceiling.



Employees "Gang-Up" For Dream Vacations

McDonnell Douglas' West Coast plants pool their numbers to offer a wide selection of tour programs at the "right price."

Bridget Lindroth, Recreation Secretary at the Huntington Beach facility, poses before a display promoting employee group travel to various points around the world.

Employees of McDonnell Douglas Corp.'s four West Coast facilities have the world at their feet, travel-wise, due to an imaginative arrangement whereby the separate plants pool their numbers and buying power in booking group tours. The Recreation Managers at the four California sites—Huntington Beach, Long Beach, Santa Monica and Torrance—work in concert to fashion one general travel program, thereby giving each employee more for his travel dollar.

This operation came into being in 1959 as a response to numerous employee requests for a group travel program. Early in the year arrangements were made for the initial tour. A reliable tour agent was selected, publicity material distributed, and a meeting was set up for prospective travelers. In September of that year, the program got off to a modest, but enthusiastic, start as 86 employees and dependents departed on a tour through Southern Europe.

So successful was this first venture that, in 1960, a Mexican trip was added. The fuse of excitement had been lit and 1961 witnessed five departures to Hawaii in addition to the continued growth in popularity of the European and Mexican tours.

Japan was included in the itinerary for 1962 and the program continued to mushroom each year, so that this year it now offers 13 different tours to every corner of the earth, representing over 40 individual departures. (See the accompanying table for the complete rundown on tour prices and destinations.)



Hawaii proves to be the biggest attraction for the McDonnell Douglas employees—437 of them made the trip last year. The recreation department has scheduled 15 departures to the Islands this year.

M-D'S 1968 TRAVEL PROGRAM

CARIBBEAN—16 days, \$666, 12 departures.
NORTHERN EUROPE—21 days, \$999, 1 departure.
CENTRAL EUROPE—22 days, \$865, 1 departure.
SOUTHERN EUROPE—21 days, \$845, 1 departure.
MEXICO—15 days, \$385, 2 departures.
ALASKA—12 days, \$399 and up, 2 departures.
TAHITI—14 days, \$599, departs every Saturday.
TAHITI—21 days, \$676, departs from March to Jan.
SOUTH PACIFIC—23 days, \$1,095, 1 departure.
SOUTH AMERICA—31 days, \$1,295, 1 departure.
ORIENT—24 days, \$998, 1 departure.
HAWAII—15 days, \$389, 15 departures.
AROUND THE WORLD—29 days, \$1,450, 2 departures.

Stringent Tour Requirements

In early 1968, McDonnell Douglas' four West Coast Recreation Managers met to evaluate the many tour proposals which they had received for this year's program. Several months earlier, a letter had been sent to 36 tour agencies inviting their proposals and, at the same time, listing the corporation's tour requirements. These requirements are as follows:

1. A statement of legal responsibility must be submitted for approval and incorporated in the tour agreement.
2. The proposal offered must be compatible with the best standards of the tour industry. It must contain:
 - a. Name of hotels to be used by the group.
 - b. Number of meals furnished, and where, while on the tour.
 - c. Price breakdown by item; i.e., tour, tax, etc.
 - d. Name of land operators.
 - e. No options.

continued on page 16

**He said no to the bowling team,
ignored the camera club,
and never went to a
company picnic.**



What would he say to Macedonia?

Or Athens? Or Delphi? Spring a 21-day Europacar Hellenic Tour on him. They start at \$490.

Maybe he'd jump at Vacationland Germany. \$320 will get him there on a Europacar Holiday Tour.

If those don't do the trick, we have music tours for the office whistlers, castle tours for the dreamers, and sea-side tours for your water-cooler crowd.

A Lufthansa Europacar Tour is not just a round-trip ticket to Europe. The price includes 21 days to travel, accommodations for 20 nights, a car for three weeks, and some free mileage.

Try us. We can suggest the best itinerary and arrange the tour down to the last detail. Free.

So when the baseball season is over and nobody wants to join the ski club—have a Lufthansa tour handy. Send the coupon.

Who could say no to Macedonia?

And remember, Lufthansa is the airline that keeps air fare dollars here while you enjoy a vacation in Europe.

Prices based on 14-21 day 15 passenger GIT Economy Fare from New York; land arrangements based on each of 2 people traveling together, when applicable.

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The Costa del Sol on the Mediterranean is the new playground of the international jet-set. It's where the Princess Sorayas and the Frank Sinatras of society live it up.

You can read more about the excitement in Spain by reading the next four pages of this magazine. Your group can live it up at a price that can only be give to a tour.

So read the next four pages and fill out the coupon on the fifth page.

continued from page 14

3. The benefits of group travel (reductions) must be passed on as a savings to the employees.
4. Agencies presenting proposals must submit, in addition to their proposed tours, a statement of condition and/or experience, and also the operator and equipment to be used on the tour.
5. Final selection of qualified agents is made on a competitive basis. If selected, the agent must be prepared to file a Time Certificate of Deposit or its equivalent to guarantee his proposal. (The "Time Certificate of Deposit" is an agreement in which the tour agent deposits a stipulated amount of money in the bank in the form of a certificate payable to the McDonnell Douglas Corp., and it is held there until fulfillment of the tour agreement. The certificate is then signed back over to the tour agent.)



Tour meetings are conducted from February through December, with approximately three meetings scheduled each week. This gives the employee an opportunity to learn some specifics about his destination and to meet his fellow travelers.

Itineraries Scrutinized

Evaluation of each proposal consists of a close examination of the daily itinerary to see exactly what the tour offers. Special attention is given to the number of meals included, class of hotels, mode of transportation, available free time, and last but not least, the price of the tour.

The feeling of the recreation managers is that the tours should offer ample time to really see each country and not be just fly-hopping expeditions.

Following the evaluation of each proposal, final recommendations are sent to the Director of Employee Auxiliary Services in General Offices for top management approval.

Letters of acceptance are then sent to the chosen agencies, with coordination of tour meetings, brochures, and other publicity following. Cost of the printing of tour brochures is absorbed by the participating travel agents. Dissemination of tour publicity is the responsibility of the company recreation offices.

Through the cooperation of a centrally-located school, introductory tour meetings are offered in the school's cafeteria. These meetings, conducted by the travel agent, offer

continued on page 21

**TO
SPAIN**



8 GLORIOUS DAYS IN SUNNY SPAIN • LIVE IN LUXURY

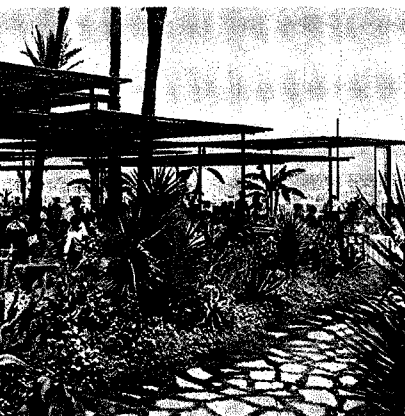
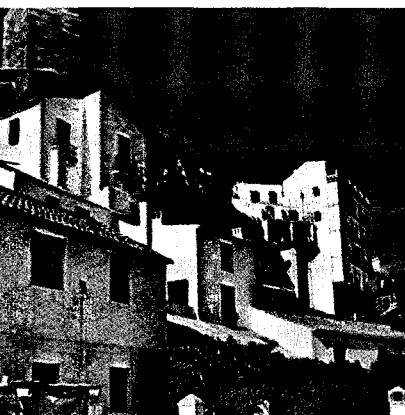
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Complete package from only

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All the glamour and romance of Spain in luxury style at an unbelievably low price — available to your group through your organization alone. THIS PACKAGE CANNOT BE OBTAINED ON AN INDEPENDENT BASIS.

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When you



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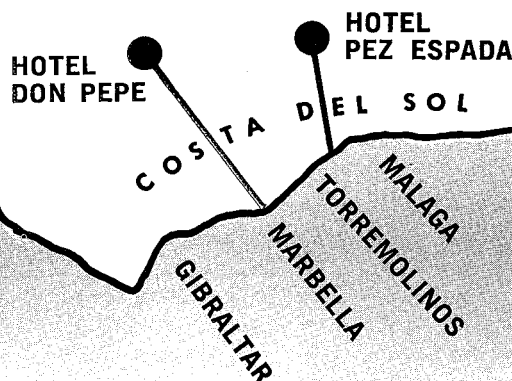
One of the finest resort hotels in the world — its comfort and luxury are beyond description. Every one of its fully air-conditioned rooms, with wall-to-wall ankle deep carpeting, have a wonderful view of either the sparkling Mediterranean or the impressive Sierra Blanca Mountains. Gracious and attentive staff are on hand at all times to make you feel pampered and cared-for — your every wish is granted before you have time to express it. You'll love the delightful Breakfast Terrace — the International Bridge Club, with charming hostess — the superb cuisine in the magnificent restaurant, the Night Club and delightful bars (including an open air poolside Spanish-style bodega for cocktails and refreshments) — the glowing marble floors and gleaming chandeliers — and above all the air of luxury living at its finest. Sports and social amenities are coordinated by the handsome cosmopolitan Social Director — your every waking moment will hold some new fascination.



HOTEL Pez Espada Torremolinos

The finest hotel in Torremolinos, newest playground of the jet set. The Hotel Pez Espada is a delightful deluxe hotel, just minutes from all that Torremolinos has to offer. Its warm and friendly atmosphere will surround you from the moment you enter the shady lobby. All rooms have balconies and look over the blue Mediterranean. You'll enjoy the hotel's attractive garden, with poolside bar, Swedish Sauna, tennis courts floodlit by night, and mini-golf amid the palms. You'll also love the hotel's own nightclub — the Parilla — where you will see a wonderful Flamenco Show on the night of your Gala Dinner. Senor Aletti, your gracious host, and his lovely wife will spare no effort to make every moment of your stay memorably enchanting — and weight-watchers beware, for the cuisine here is out-of-this-world. The Hotel Pez Espada (it means "Swordfish") is chosen by the most discerning Europeans who winter in luxury on the Costa del Sol and enjoy the last word in sophisticated elegance. You will enjoy it too.

er the most idyllic vacation sunny beaches of the blue Mediterranean



SPAIN, LAND OF sunshine and romance, is waiting for you—an idyllic setting for enchanted memories. The luxury of your hotels combines with the beauty of the mountains, the blue of the sparkling Mediterranean, and the fascination of an unspoilt corner of old Europe to offer you the trip of a lifetime.

A full program of optional sidetrips is available,

easily booked through your American Tour Director. They include a full day excursion to yet another Continent—to Tangier, in North Africa, where you can wander through the Casbah and bargain for really different souvenirs. Other side trips include the magnificent Alhambra of the Moors at Granada, delightful unspoilt Spanish villages, and even a chance to visit the Rock of Gibraltar.

Your hotels offer magnificent international cuisine, delightfully varied with Spanish specialties such as paella, and smoked swordfish—at every meal you have a complete choice of dishes. And don't forget your trip price includes a wonderful Gala Dinner, with a tempestuous Flamenco Show—you'll be a charter member of the International Jet Set after this tremendous trip.

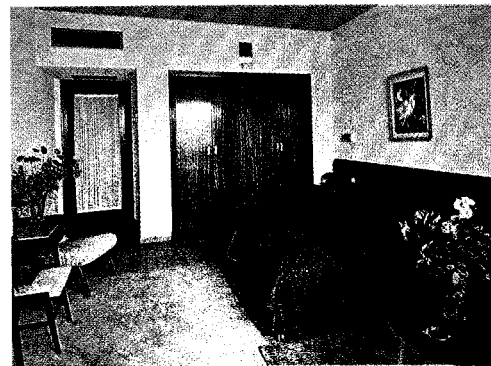
Your friendly Camareros (waiters) ready to help order your superb dinner.



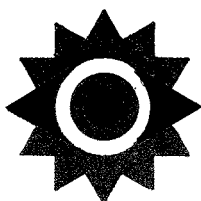
A typical corner of the Sunshine Coast.



Your comfortable bedroom has every convenience, and a highly trained staff is ready to care for your every need.



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Saturn is proud of the record maintained by its flight crews and ground personnel . . . they have helped Saturn earn the National Safety Council's Award of Honor. These experienced specialists are all part of a team that works together to assure you Saturn's satisfying service.





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continued from page 16

films of the areas to be visited, followed by an in-depth question and answer period. Final tour meetings are held just prior to each departure, providing last minute answers to departure procedures.

Central Coordinating Office

Tour sign-ups are handled by the recreation managers at each of the four plants. Applications and monies are sent to the coordinating office at the Long Beach facility. This central coordinating office handles all bookkeeping, payments to the travel agents, and all master tour lists.

In an effort to add a personal touch from the company, each recreation manager is responsible for sending out a typewritten "welcome to the McDonnell Douglas tour family" letter to each employee that signs up for a tour at his employment location. A tour brochure and latest schedule of meeting dates are included. Employees are urged to contact their recreation manager for the answer to any question.

These policies and procedures have promoted a steadily growing program, exemplified by the 667 employees and their dependents who participated in the 1967 tour program and represented a dollar figure of \$370,000.

The ever-popular Hawaiian tour has continued to be the leading attraction with Mexico and the Caribbean vying for a close second.

Because of increasing demand by returning employee travelers to see more of Europe, the 1968 European junket was divided into Northern, Central and Southern sections—each offering the finest in its locale. The Central European tour is a fine example of a trip of this type. The schedule of 21 days for \$865 includes visits to Amsterdam, Frankfurt, Wiesbaden, Munich, Salzburg, Linz, Vienna, Klagenfurt, Velden, Venice, Rome, Florence, Pisa, Milan, Stresa, Lucerne, Zurich, London, and Paris.

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With the many benefits of group travel just beginning to be fully realized by the company's employees, the future can only offer better tours and to more places.

South America is just beginning to open its enchanting doors, and the many nations of Africa still await the employee's knock. ■ ■

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Toastmasters Behind The Walls

Salt River Project employees help prisoners prepare for their new lives in the "outside world."

Zeke Marsolek, an employee of the Salt River Project in Phoenix, Arizona, has been to prison 20 times.

But before you get the idea that Zeke is a chronic loser, let's set the record straight. Marsolek, along with many of his fellow employees at the Salt River Project, visits the Arizona State Prison in his spare time with the intention of helping to rehabilitate its inmates. These men journey to the prison under the auspices of the Project's Papago and Twilite Toastmasters Clubs.

Marsolek, a supervisory engineer and an 18-year-man with the Project, is proud of the role Toastmasters have played in helping prisoners adjust to normal life in the outside world.

"Through Toastmasters International, which is dedicated to better listening, thinking, and speaking, a group of prisoners has progressed from the point where they could barely give their names to the high polish of now being able to speak fluently and ably handle a question and answer session," points out Zeke. One of the greatest concerns of prisoners is the need for self-expression both before the parole board and before prospective employers, he notes.

Since formation of Toastmasters clubs at Arizona State Prison there has been no member who has gone out into the 'free world,' as our society is called by inmates, and subsequently had to be returned to prison.

Don McKeown, of the District Engineering Dept., past president of the Project's Twilite Toastmasters Club and now area governor, points out also that discipline within the prison is less of a problem with those inmates who have joined Toastmasters. Since the Evening Gavel Club started last October at the prison only one inmate has been "on report" for infraction of regulations. Both Don

and Zeke were among a group of approximately 75 Toastmasters and other visitors from the Phoenix and Tucson areas who attended the second annual Gavel Club awards banquet May 17 at the prison. Swelling the attendance were the Project's Twilite and Papago Toastmaster Clubs with respective memberships of 25 and 35.

A New Experience

For Don and many members of the two clubs, trips to the prison are a relatively new experience. How does it feel to go to prison — even when you are a "free world" guest without a sentence to serve?

"You feel apprehensive," relates Don. "You don't quite know what to expect. On our recent trip down to Florence (site of the Arizona State Prison), the hour-and-a-half drive seemed to take longer; most everyone was quiet — but on the way back home, everybody seemed to be bubbling with enthusiasm and there was this common feeling that 'we've got to do this again soon'."

What accounts for the difference in moods? Relief at having overcome a natural fear? Perhaps — but Toastmasters who have made the trip to Florence attribute the feeling of well-being primarily to the prisoners themselves, their friendliness, and appreciation of having someone come to visit them.

Apprehension is a two-way street at the state prison — "the inmates also are apprehensive about us being a bunch a 'do-gooders' with nothing but curiosity as our purpose," states McKeown. "When they find out this is not so, their fears subside and true fellowship exists."

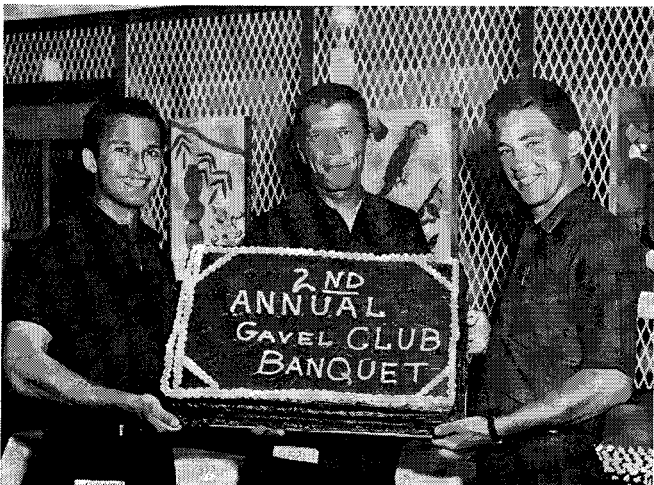
Realistically, there is reason for apprehension on the



Three members of the Salt River Project's Toastmasters Clubs chat with inmates in the prison yard prior to one of the regular meetings. Inmates find the ability to express themselves a great help upon release.



Motion picture director Buzz Kulick, who was filming portions of "The Riot" on site at the prison, was a guest speaker at the banquet.



Three members of the Gavel Club proudly display a huge cake baked for the Annual Toastmasters Banquet at the Arizona State Prison.

part of the "free world" visitors to the prison. "While it's difficult to break out of prison, it's impossible to break in!" declares Zeke. "When we showed up at the prison one time earlier this year, the institutional (prison) sponsor who was supposed to meet us was busy organizing a posse to look for a non-Toastmasters prisoner who had escaped. As a consequence, all the clearances had not been completed for our group to get inside the prison."

Much of the apprehension results from the normal "mental set" of visiting a prison; impressions of prison life already have been formed throughout the years.

'Break' Upsetting

"At one of our early meetings with inmates in the Toastmasters speech class, the prisoners were putting to practice parliamentary procedure which they had learned," recalls Zeke. "One of the inmates jumped up on his feet and made a motion that they 'break' — and the 'free world' was thrown into panic for a few moments until I suggested the motion be re-worded that the group 'recess' rather than break! Now the recess is standard procedure."

Toastmasters, which has among its purposes the increasing of self-confidence among its members through public speaking, got its start at Arizona State Prison in the spring of 1966, when the Sunrise Toastmasters Club of Phoenix presented an 8-week speech-craft course. The following fall, the Project's Papago Club offered another course. Graduates of the two classes then banded together to form the Sunset Gavel Club at the Arizona State Prison and in the spring of 1967 the Sunset Gavel Club was chartered there. In January of 1968 the Evening Gavel Club was chartered at ASP with the Project's Papago Club as sponsor.

Zeke speaks highly of the prison Toastmasters. "They have never once asked for a hand-out, and with their limited means of earning money they have never asked for financial support. The \$35 required for chartering is collected by their own group, and they pay their own dues to Toastmasters International. All the outside or "free world" clubs do is indicate continuing support by attendance at their meetings."

Stripes Non-existent

"Free world" Toastmasters who have visited the prison have had a number of stereotype images of prison life shattered. For example, prisoners wear dark royal-blue cotton suits — not the prison stripes so frequently portrayed in cartoons. "They go out of their way to use first names and 'Mr.' with their surnames as an attempt to keep their identity, even though they do have numerals on the backs of their shirts and just below the waistband of their trousers," noted one visitor to the prison. "And," he added, "they all look in the best of health, probably because they work hard and have regular hours."

When prison Toastmasters give their "ice breaker" or first speech, they generally tell how they got into trouble and why. "They may be stretching the true facts, but there are some freak things that you hear," observed one free world Toastmaster. "Although they are ashamed of why they are in there, they are not hesitant to tell their story — and this a part of the therapy of relieving mental stress."

continued on page 24

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continued from page 23

To date, approximately 50 Toastmasters from the Project have visited the state prison despite the natural attendant anxiety first experienced. "I wouldn't have any qualms at all about going back another time," said one visitor who made the recent trip.

Roadblock Encountered

Prison breaks do occur occasionally, but tight security is provided for visitors to the prison, as evidenced by the recent filming of the motion picture, "The Riot," which was in progress during the Toastmasters trip to the awards banquet.

There have been no "incidents" on any of the trips — but Zeke likes to tell about the time when one Project Toastmaster nearly got himself and fellow club members in trouble with the law.

A group of the Toastmasters were motoring back at night from a trip to the prison when they encountered a police road block at Florence Junction. Unknown to them, a prisoner had escaped and lawmen were searching all vehicles for the escapee.

When the state highway patrolman approached the Toastmasters members' car and asked them where they had come from, a sleepy voice from the back seat replied, "We just came from the state prison."

And then the Toastmasters had a chance to practice what they teach — by doing some extemporaneous speaking and explaining!

Reprinted from Salt River Project's "Current News."

100th ANNIVERSARY 1969 - 1970

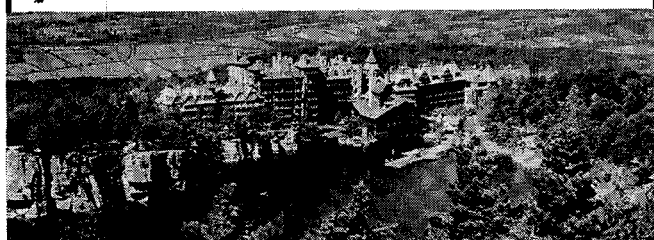
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SK&F Converts Parking Lot Into After-Hours Playground

A parking lot at Smith Kline & French Laboratories in Philadelphia has been moonlighting this summer as an evening and weekend playground for children of its neighborhood.

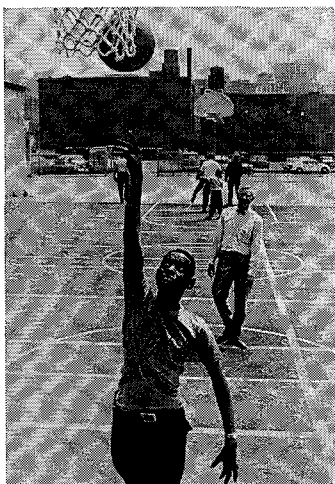
Since there were no other supervised play areas in the vicinity, SK&F, in cooperation with the Police Athletic League, devised the combination parking lot-play area.

So the children of the neighborhood finally have a playground—if only on a part-time basis. When the last cars pull out at 5:30 p.m. on weekdays, the lot blossoms into a fully-equipped and supervised play area, sporting an illuminated basketball court, two half courts, a full-size softball diamond, and a dodge-ball circle.

The playground, supervised PAL and SK&F volunteers, stays open until 10 p.m. on weekdays and all day on weekends. At 10 p.m. an automatic timing device darkens the lights on the basketball court signaling the end of the recreational activities.

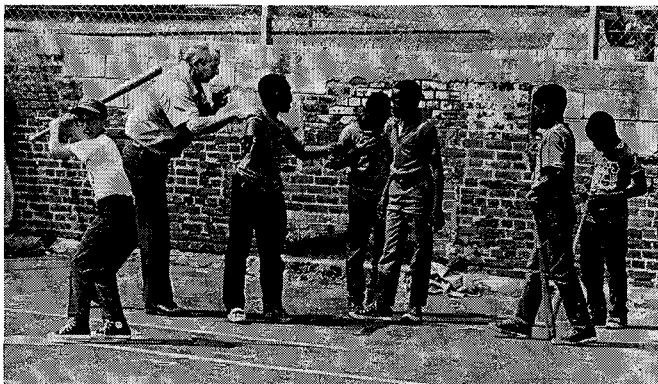
The facility is something that the company has been considering for a couple of years, says Roger Celler, civic affairs administrator at SK&F. But bringing it to reality had been complicated by the problem of where second-shift employees could park their cars overnight.

Now that this difficulty has been overcome, each night the old parking lot loudly resounds with the happy shouts of recreation-starved youngsters.



(Left) Dr. Robert Haakenson, Community Relations Manager at SK&F, watches as a neighborhood youngster drives in for a lay-up on the converted parking lot.

(Below) Ah, the joys of being an umpire! While maintenance supervisor Ed Thompson directs his attention toward calming down a minor squabble, the eager batter prepares to put one out of the lot.




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TRW and Ross Gear Capture Team Titles at 23rd National Industrial Golf Tournament

LAFAYETTE, IND.—A determined employee team from TRW Inc., Cleveland, O., was the class of the field as it shot its way to victory in the 23rd Annual National Industrial Golf Tournament held on the rugged North and South courses of Purdue University the weekend of August 17-18.

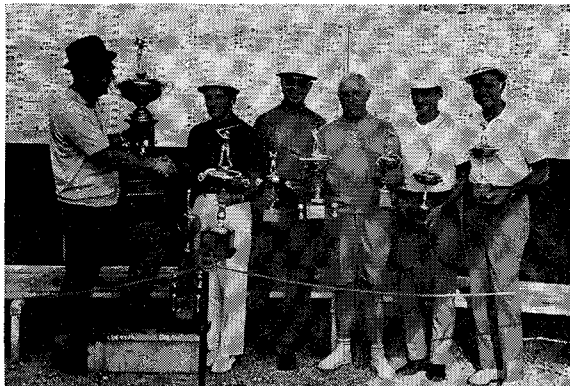
A total of 356 top industrial golfers representing 89 company teams from a record 13 states and Canada competed in the scratch event which is sponsored annually by the National Industrial Recreation Association. Sunny skies and warm weather prevailed throughout the weekend.

This was the third time in the 23 years of the competition that a TRW team has won the Class "A" title, the last time being in 1966. The members of the championship team and their scores are as follows: Mike Distransky (81-77—158); Ted Betley (80-74—154); Mike Such (82-77—159); and Joe Golob (69-72—141) for a 612 total.

Second place in Class "A" went to Wright-Patterson Air Force Base team #1 from Dayton, O., which shot a 631. Right on their heels in third place with a 632 was a team of employees from the Ford Motor Company of Dearborn, Mich.

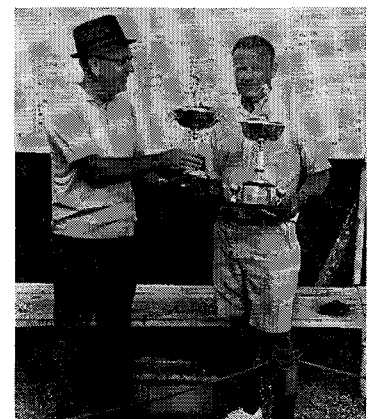
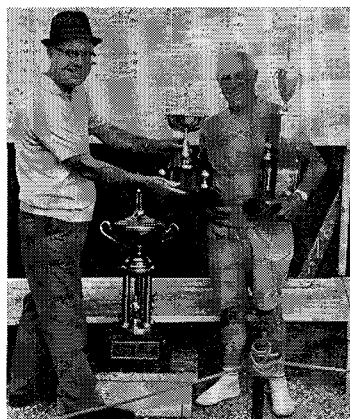
Fifty-seven-year-old maintenance foreman Joe Golob, captain of the TRW team, put together outstanding rounds of 69-72 for an even-par 141 to gain medalist honors in Class "A". Golob has been an outstanding competitor in the tournament since its inception 23 years ago. He tied for medalist honors in 1957 with a 147 score.

George Richter of Whirlpool Corp., St. Joseph, Mich., and Jim Fromuth of Eli Lilly Co., Indianapolis, Ind., made

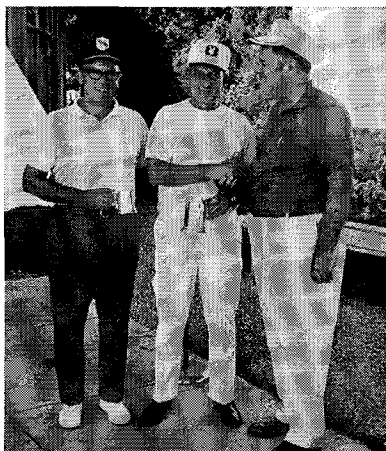


Class "A" champions for the third time in the 23-year history of the National Industrial Golf Tournament, the TRW Inc. team from Cleveland receive their trophies from NIRA President-Elect Murray Dick (far left). Team members (from left) are: manager Hank Sopka, Mike Distransky, Joe Golob, Mike Such, and Ted Betley.

A team from Ross Gear Division of TRW, Lafayette, Ind., gained Class "B" honors this year. From the left: Tink Ben-nent, Larry Miller, NIRA President-Elect Murray Dick, Dutch Crawford, and Don Johnson.



(Photo at left) Joe Golob (right), captain of the TRW team, is loaded-down with trophies by Murray Dick after taking Class "A" medalist honors with a brilliant even par for 36 holes. (Right) Gene Hadley on Inland Mfg., Dayton, O. was co-medalist in Class "B" with a score of 157.



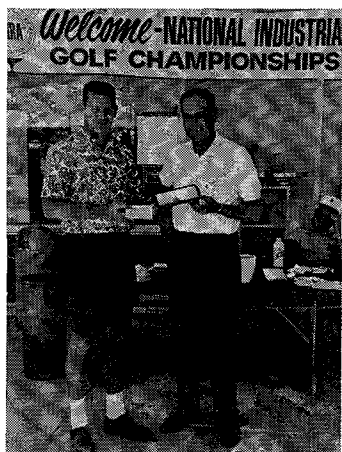
Robert Cayce, (center) Supervisor of Employee Services for Standard Register Co., Dayton, O., is congratulated on his win in the management tourney by NIRA's Executive Director Don Neer (right). At left is third-place finisher Ed Dis-singer, also of Standard Register Co.

valiant runs at the crown, but tied for second spot at the end of regulation play with scores of 145. Richter, with a hot putter, won the sudden-death playoff on the first hole.

Ross Gear of Lafayette, Ind., a division of TRW, made the tournament a family affair by capturing team honors in Class "B" with a score of 651. Inland Manufacturing Div. of GMC, Dayton, O., placed second with 658, and third place went to Kaiser Aluminum & Chemical Corp. of Newark, O. with a 660 total.

Gene Hadley of Inland Manufacturing Div. and Wilson Clark of National Cash Register, both of Dayton, O., tied for medalist honors in Class "B" with scores of 157. One stroke off the

continued on page 28



Joseph Wilson (right) of the Ford Motor Company in Dearborn, Mich., came up with the low gross score in the management tourney—a 76. On the left is tournament chairman Dick Wils-man of S.C. Johnson & Son, Racine, Wis.

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Playing volleyball in Chicago's "front yard": These young lovelies are participating in the annual Grant Park Recreation Assn. Volleyball Tournament played under the auspices of the Chicago Park District. A total of 250 "volley dolls" representing offices and stores from the Loop area took part in the competition on Chicago's lakefront. A team from the Continental National American Group were the champs.

continued from page 27

pace were E. Bevard of Kaiser Aluminum, Newark, O., and Ron Garrett of Kaiser Aluminum, Ravenswood, W. Va., with rounds of 158.

The Lafayette Chamber of Commerce trophy for the team that traveled the farthest was awarded to the United Airlines Mainliner Club of San Francisco, which flew over 2,200 miles to compete.

A special management tournament for the recreation administrators who accompanied their company teams was held at the Battleground Country Club, just outside of Lafayette. Robert Cayce of Standard Register Co., Dayton, O., won the 18-hole event with a handicap score of 93-(26)—67. D. Diehl of Sinclair Refining Co., East Chicago, Ind., was runner-up. Joseph Wilson, of Ford Motor Co., Dearborn, Mich., had the low gross in the management tourney with an actual score of 76.

The top finishers in each class of the tourney are listed below:

| Class "A" Teams | Score |
|------------------------------------|-------------|
| TRW Inc., Cleveland | 312-300—612 |
| Wright-Patterson #1, Dayton, O. | 319-312—631 |
| Ford Motor Co., Dearborn, Mich. | 329-303—632 |
| Goodyear Tire, Akron, O. | 322-315—637 |
| Arnold Center, Tullahoma, Tenn. | 328-310—638 |
| Whirlpool Corp., St. Joseph, Mich. | 325-316—641 |
| Wright-Patterson #2, Dayton, O. | 324-319—643 |
| S. C. Johnson & Son, Racine, Wis. | 328-316—644 |
| Eli Lilly Co., Indianapolis, Ind. | 333-313—646 |
| Dominion Foundries, Hamilton, Ont. | 330-318—648 |

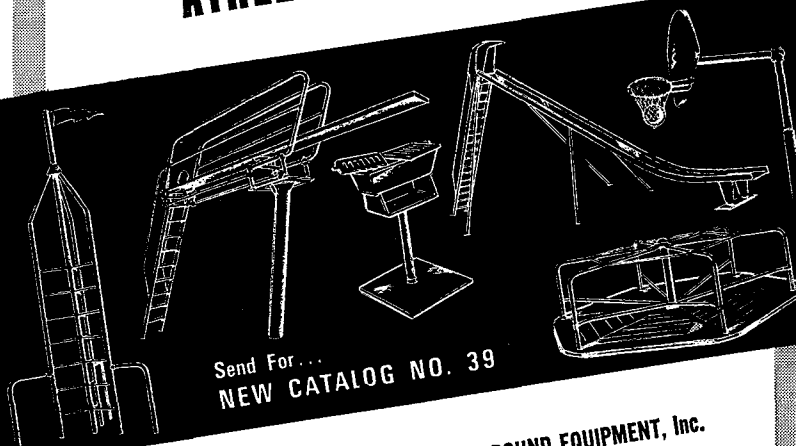
| Class "A" Individuals | Score |
|--|-----------|
| Joe Golob, TRW Inc., Cleveland | 69-72—141 |
| George Richter, Whirlpool Corp., St. Joseph, Mich. | 76-69—145 |
| Jim Fromuth, Eli Lilly, Indianapolis | 74-71—145 |
| Ron Stokely, Victor Golf, Morton Grove, Ill. | 73-76—149 |
| Jim Cheney, A. B. Dick Co., Chicago | 74-75—149 |

| Class "B" Teams | Score |
|--------------------------------------|-------------|
| Ross Gear Div., TRW, Lafayette, Ind. | 317-340—657 |
| Inland Mfg. Div., GMC, Dayton, O. | 326-332—658 |
| Kaiser Aluminum, Newark, O. | 328-332—660 |
| Grimes Mfg. Co., Urbana, O. | 319-343—662 |
| Mosler Safe Corp., Hamilton, O. | 323-339—662 |
| B. F. Goodrich, Akron, O. | 327-338—665 |
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Rochester Voted Site of 1971 National Conference

The Board of Directors of the National Industrial Recreation Assn., in a meeting held in Chicago, August 23, voted Rochester, N.Y. to be the site of the association's 1971 National Conference & Exhibit.

Base hotel for the Rochester conference continued on page 30

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Vice President Hubert Humphrey (center) presents the Dayton (O.) industrial community with a certificate of appreciation for its outstanding work in obtaining jobs for needy youth of that area as a part of the National Alliance of Businessmen's Job Pledge Program. On hand to receive the honor were Dayton Metro Campaign Chairman Larry Deal (left), manager of employee services for Inland Manufacturing Div. of GMC and Jim Stuart, Jr., personnel director of the McCall Corp. Dayton was the first city in the nation this summer to achieve its quota for obtaining jobs for needy youth and the hard-core unemployed.

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continued from page 29

ference will be The Grenadier, now under construction with completion date set for May 1969. Rochester last hosted NIRA's national conference in 1952.

In other action at the board meeting, the 1969 edition of the association's annual industrial bowling tournament was awarded to the C'Ville Lanes of Crawfordsville, Ind. Dates of the tourney will be April 26-28, 1969.

For the first time in ten years, the annual dues of NIRA's commercial Associate and Affiliate members have been increased—both by \$50. Effective on each individual renewal date after Jan. 1, 1969, Associate membership will be \$300, Affiliate membership \$150.

Also during the course of the meeting, NIRA President Ken Kellough of North American Rockwell Corp. confirmed the committee assignments of various board members as follows:

Meetings & Elections—Charles Placek, Motorola Corp.

Publications & Public Relations—Arthur Conrad, Flick-Reedy Corp.

CIRA Certification—Patrick Feely, The Falk Corp.

Resolutions—Arthur Brauer, Raybestos-Manhattan, Inc.

Nominating—Patrick Feely, The Falk Corp.

Elections—C. R. Gillaugh, National Cash Register Co.

Provincial Committee—Joseph Lannan, Manufacturers Life Insurance Co.

Industrial Olympic Committee—Charles Bloedorn, Goodyear Tire & Rubber Co.

Physical Fitness—Charles Cunningham, U.S. Dept. of Agriculture.

Advisory Committee—Lawrence Deal, Inland Manufacturing Div. of GMC

On the day prior to the board meeting, members of the board met with commercial members of NIRA's Travel

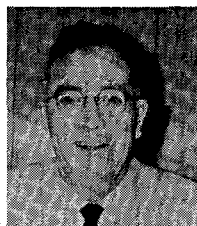
A crowd of over 500 persons attended the festivities at the dedication of Delco-Remy's Killbuck Golf Club in Anderson, Ind., early this summer. Here, some of the enthusiasts look on as touring professional Joe Campbell conducts a golf clinic. Campbell set a record for the new course with a two-under-par 69 on his first round. The course is also open to employees of the Guide Lamp Div., General Motors' other Anderson-based plant.



Council for a luncheon and brainstorming session to chart the course of the employee group travel presentations at the 1969 National Conference in St. Louis.

Moon Mullins, Athletic Institute President, Dies

Lawrence A. "Moon" Mullins, 60, president of the Athletic Institute, Chicago, died August 10th after a lengthy battle with cancer.



His death marked the close of a nationally-known career in inter-collegiate sports, and service to the advancement of athletics, physical education and recreation which spanned a period of four and one-half decades.

President of the Athletic Institute since 1966, Mullins had joined the staff as a field representative in 1962, and was named vice-president in 1965.

At Notre Dame, Mullins was the starting fullback on the last three teams coached by Knute Rockne, two of which—1929 and 1930—were national champions.

The following 30 years saw Mullins as a coach or athletic director at a number of schools including Kansas, Kansas State, Florida, Loyola of the South, St. Benedict, St. Ambrose, and Marquette where he was athletic director for five years, before being named to the Athletic Institute staff.

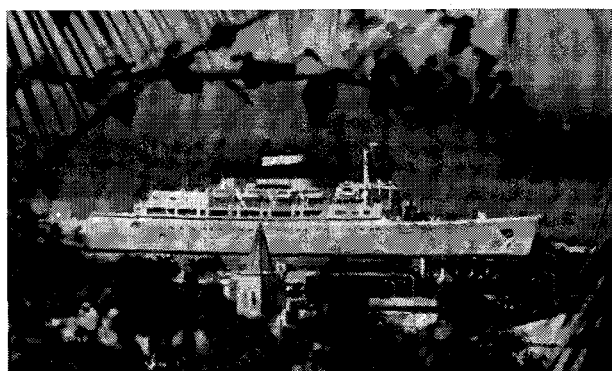
Surviving are the widow, Mary A. Mullins of Chicago, and six children.

Computerized Pin Tourney Offered By ABCSI

The American Bowling Computer Service, Inc. (ABCSI) has announced the development of a bowling tournament scoring procedure to complement its previously-announced computerized

continued on page 33

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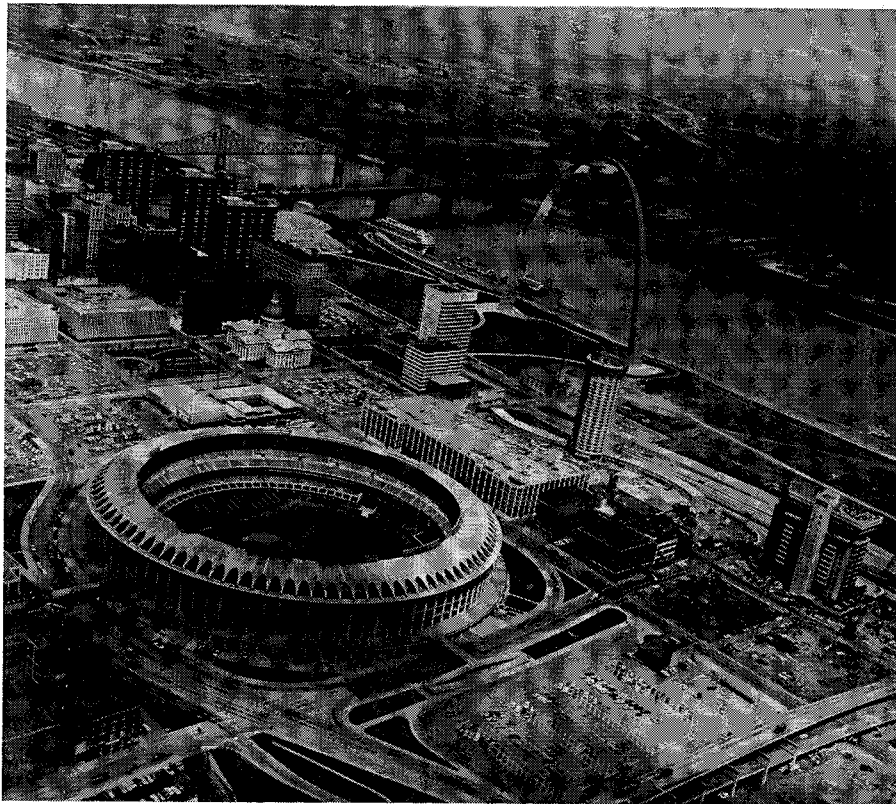
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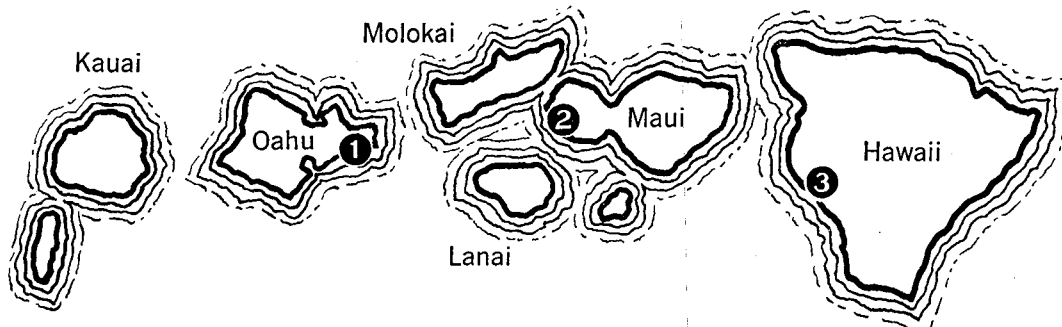
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continued from page 31

bowler handicap and league standing system. The tournament scoring procedure is offered at no cost to any organization, league, or bowling association utilizing the NIRA-approved ABCSI league handicap system. Non-members will also be handled at a cost of ten cents per bowler event with a maximum cost of thirty-five cents for an all-events bowler.

The tournament scoring procedure is an exclusive of ABCSI and will eliminate a majority of the clerical functions of tournament personnel. The procedure will include entry forms, individualized score sheets, score verification, average verification for ABCSI bowlers, handicap computation, and prize list preparation.

Bud Hobbs, president of ABCSI, in discussing the new announcement, stated, "With the cost of clerical functions rapidly rising, the ABCSI scoring system presents a fresh new approach to reducing tournament expense. It is only through the capabilities of our installed IBM 360 Model 30 computer and 1287 Optical Character Reader that we are able to provide the service we are offering today to the bowling

community."

Hobbs went on to state that the tournament was developed at the suggestion of Tom Bodary, Recreation Director for Ford Motor Co., and reflects the effort by industrial recreation personnel to continually improve their areas of responsibility.

For more information on the program, write ABCSI, State Road 231 North, Crawfordsville, Indiana.

AROUND THE CIRCUIT

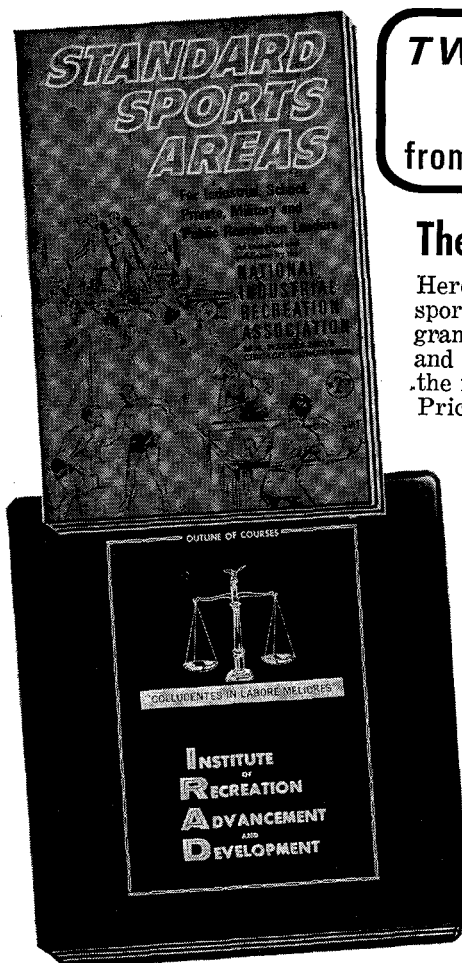
Akron, Ohio youngsters who like to play basketball are receiving some expert tutelage these days. A group of top players from Goodyear Tire & Rubber Co.'s crack varsity team are conducting a series of clinics at seven Akron parks, offering instruction to youngsters from ages 6 to 16.

For employees who want to spend Thanksgiving getting a winter tan, the recreation department of Grumman Aircraft Engineering Corp., Bethpage, N.Y., is sponsoring two jet charter holiday trips to warmer climes—Bermuda and Jamaica.

James K. McCreight, 46, former
continued on page 34



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Man with extensive background of administering armed service recreation programs and coaching seeks position as recreation director. B.S. in Psychology from William and Mary. Familiar with all phases of recreation. Age 35. Single. Salary \$10,000. Available Sept. 1968.
Box #182—RECREATION MANAGEMENT

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Municipal recreation director with five years' experience seeks position as recreation director in industry. B.A. degree from U. of Toledo. Age 31. Single. Salary \$9,000.
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Young man, 23, with B.S. in Recreation from U. of Wyoming seeks administrative or supervisory position in recreation program. Some prior experience. Married, 1 child. Salary open
Box #179—RECREATION MANAGEMENT

Young man, 28, with B.S. in Physical Education from California State College seeks position in industrial recreation. Single. Salary commensurate with position.
Box #178—RECREATION MANAGEMENT

Young man, 26, with B.S. in Education from Kansas State College at Pittsburg seeks position as recreation administrator. Married. Salary, \$7,500.
Box #177—RECREATION MANAGEMENT

Young man, 24, with B.S. in Recreation from the University of Wyoming seeks position as recreation director. Married, one child. Salary, \$7,000.
Box #176—RECREATION MANAGEMENT

Young man, 27, with B.S. in Health & Phys. Ed. from Murray State U. (Ky.) seeks position

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Box #175—RECREATION MANAGEMENT

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\$242.96 into the activities fund.

An industrial golfer is the National Public Links Champ for 1968. Gene Towry of Texas Instruments, Inc., Dallas, gained the crown in his home town this summer. Another industrial golfer, Ron Stokely of Victor Golf Co., Morton Grove, Ill., finished second.

The sport of Archery will get a big boost this fall when it makes its initial appearance on the schedule of events at the Olympics in Mexico City. Equipment makers estimate between 6 and 8 million Americans, many in industrial programs, pursue the sport.

continued from page 33

director of athletics for the Marine Corps, has been named a regional director for the Athletic Institute in Chicago.

An employee team from R.E.M.-B.A. Inc. are 1968 Industrial Softball Champs of Chicago. American Can Co. finished second in the annual tournament sponsored by the Chicago Park District.

The Onized Club of the Owens-Illinois plant at Tracy, Calif., came up with a novel way to raise funds and at the same time select the plant's Safety Queen. Employees voted with pennys, which brought

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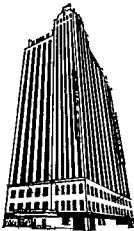
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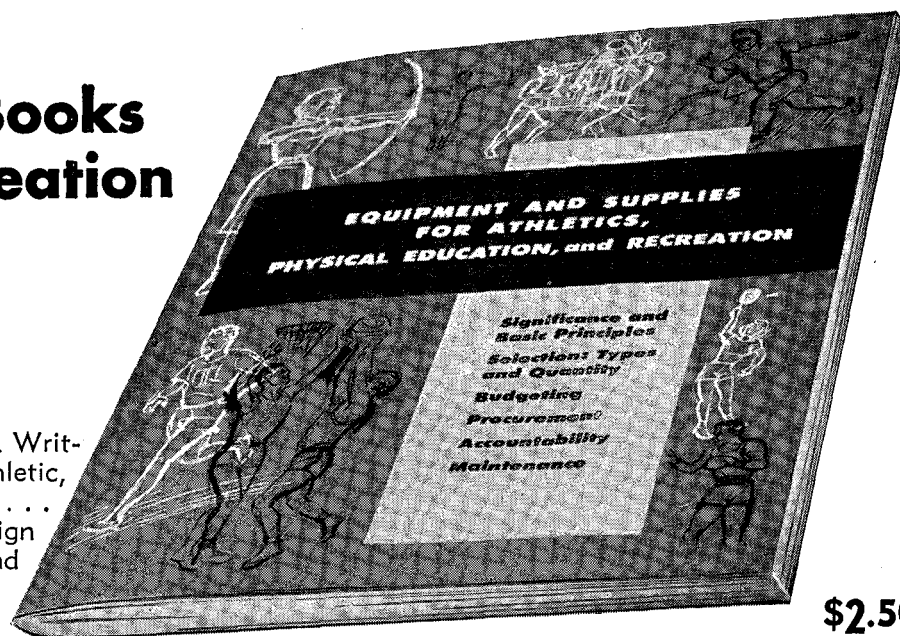
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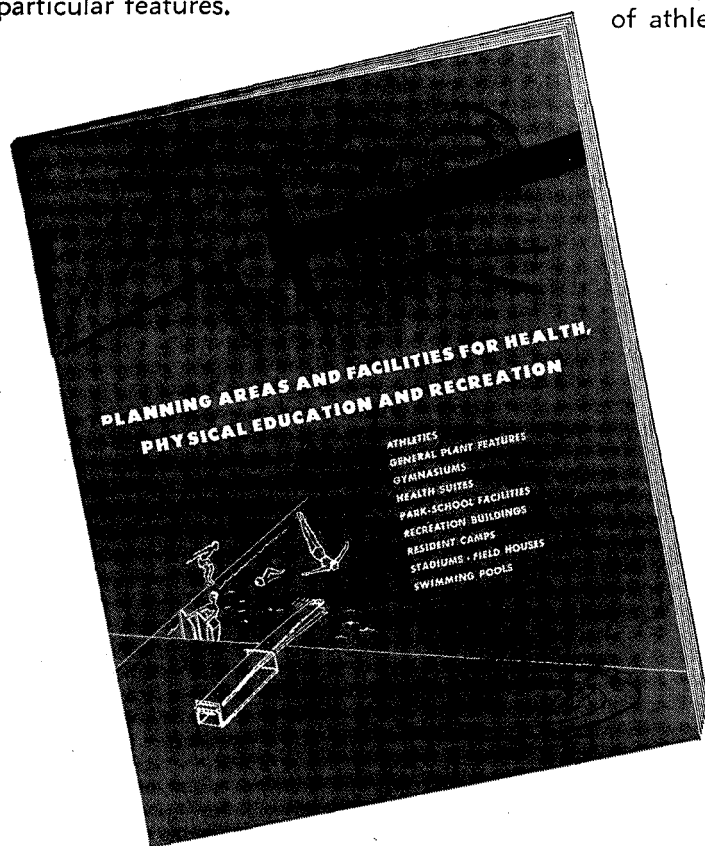
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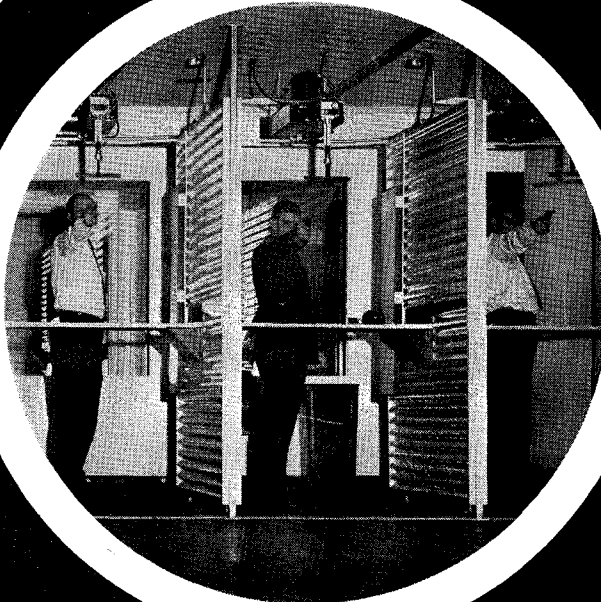
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Recreation Management

October 1968

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OCTOBER, 1968

Volume 11, Number 8

Over the past two decades the "Shooting Sports" have increased tremendously in popularity with employee activity clubs. The vital ingredient for the success of any club shooting program is safety on the gun range. The article beginning on page 8 speaks of this necessity. Cover design by Leo Rotelli.



Recreation

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Management

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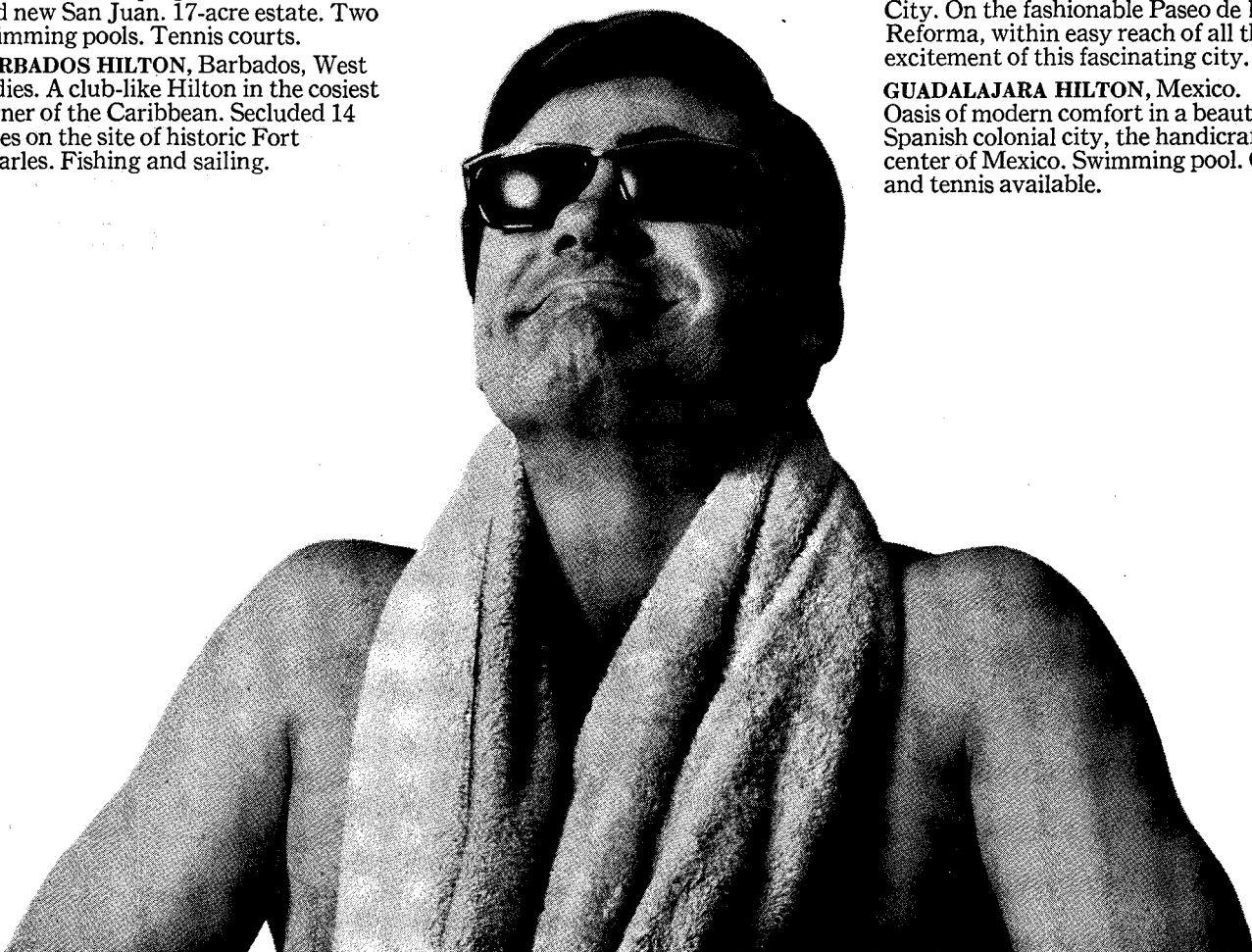
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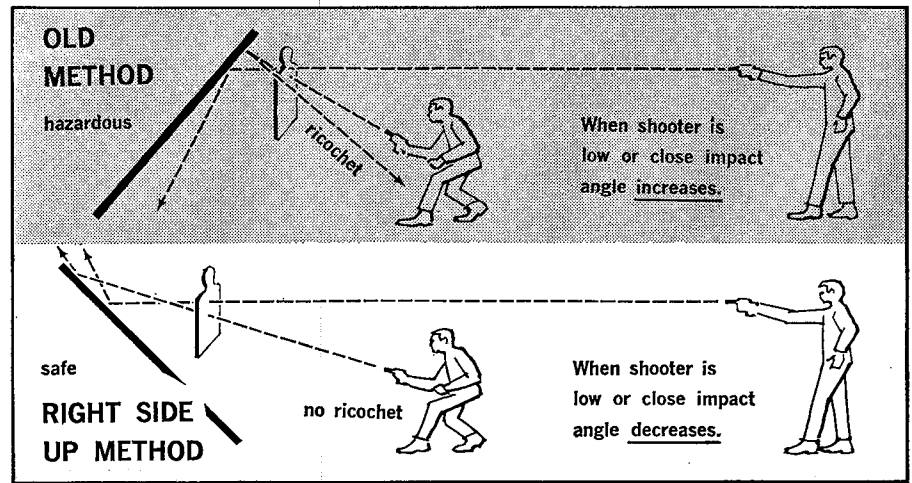
EASTERN

ASAE Official Carrier '67-68

GUN RANGE SAFETY —

The Vital Ingredient in an Industrial Shooting Program

by TED BUSCH
Shooting Equipment, Inc.



Drawing at right shows how correctly-designed bullet trap eliminates the possibility of dangerous ricochet by directing bullet up and away from shooter—ending up safely behind trap.

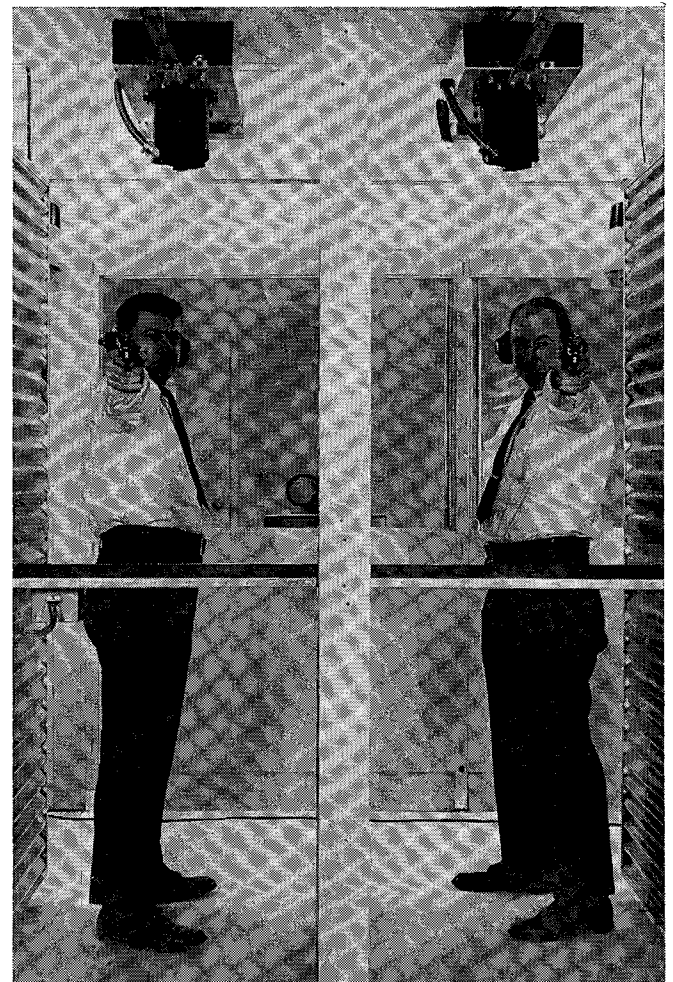
Shooting is one of America's fastest growing sports and it is little wonder that, from coast to coast, recreation directors are considering shooting and wondering whether or not it belongs in their program. Both sides of the question deserve careful consideration.

On the plus side, the advantages of shooting are unlike those of any other sport. It has potential appeal for everyone from the receptionist to the chairman of the board, from the desk-bound weakling to the outdoorsman, from the children of the family to the retirees — sex, status, wealth and stamina are all unimportant in shooting.

On the negative side, there is only one concern — shooting involves hazards. Some well-intended spokesmen for shooting try to conceal this fact. All accidents are carefully hushed up. They hope that somehow shooting will be equated with croquet and thus all anti-gun agitation will fade away. This is naive and a disservice to those really concerned with shooting.

First of all, shooting enjoys its tremendous appeal for many reasons: the development of skill, the thrill of competition, the color and pageantry, etc. Not the least of these, however, is the very fact that it is hazardous, as the control of power must always be whether in auto racing, football, or anything else. In view of man's basic drives from his hunter heritage, the appeal of the gun is not surprising. Secondly, the concealment of the problem perpetuates it. Shooting can be safe — never so safe that an unsafe person is protected from himself — but safer than most other sports.

The need for safety applies at every level from the individual shooter on up. The basic gun handling considerations in an industrial shooting program will not be discussed because they are so familiar and because the NRA is doing such a fine job in this area. At the next level is the supervision, the range master and his staff. These people must be vested with real authority which they must have the courage to use. All shooting must be suspended whenever



On a modern range, individuals are separated by means of shooting stalls which are penetration and ricochet-proof. The stalls are also the primary noise attenuator. Even so, ear protectors should always be worn. Above each man is machinery for the target transport systems.

conditions change and not resumed until the range master is completely satisfied with safety. It's not a popularity contest. At the next level are the persons responsible for the program. Whether it be for a club, school, company recreation or any other kind, the responsibility is the same.

The shooting program must be conducted at the highest prevailing standards for safety. The most essential element, the range management, has been mentioned. The other part is a safe range facility. How safe is safe? It is the elimination of all hazards that can be eliminated without defeating its basic purpose.

It is this systematic elimination of the hazards that has brought about the dramatic change in ranges over the past few years. In the bygone America of wide open spaces, every boy learned to shoot at his father's side and the outdoor range was just at the edge of town. In urban America there is little room for the outdoor range and too much competition for leisure time to move it far enough out where there is still room. Furthermore, it actually costs more to provide an equivalent measure of safety and comfort in an outdoor range than it does in a gallery range. The latter can be located together with the other recreational activities — right where the action is.

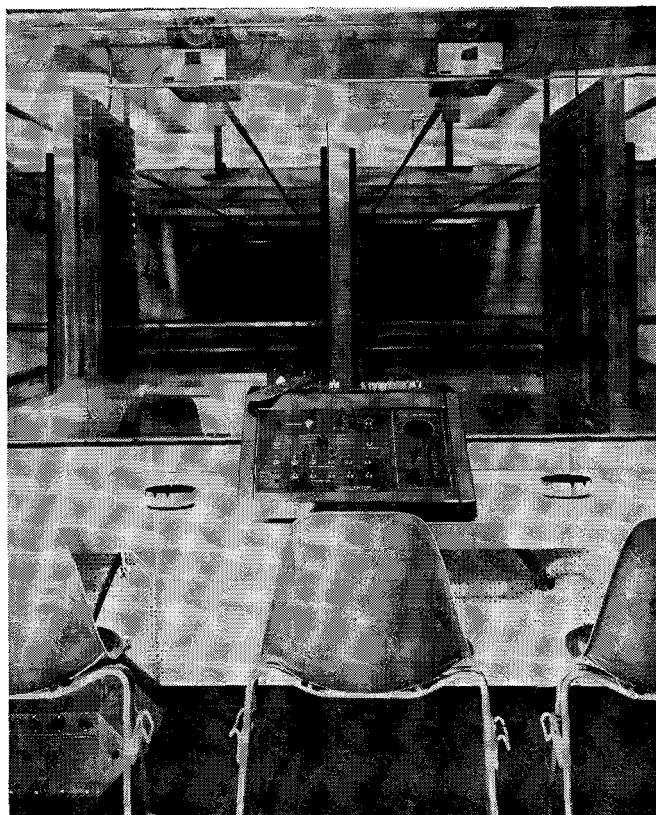
For the indoor range to be both safe and economically feasible, much specialized knowledge is required. All too often, the range planner simply visits the ranges that will inconvenience him the least and then meticulously copies all of the worst features he has seen. The design is usually justified because a local shooting champion or military officer from wars long past has given it his blessing — in spite of the fact that this person has probably never seen a modern range, let alone made a systematic study of them. In spite of their poor accident record, many of these so-called experts defend the use of old-fashioned plate-and-sandpit backstops, because they have shot for years on them. That makes as much sense as rejecting the Salk vaccine because we once got along without it, too. Fortunately, complete design help is readily available to any range planner who does even the minimum amount of research, and its free.

It has been darkly hinted that in preaching safety this writer is really pushing the sale of his products. There is no contest to this. It is true, but how could it be otherwise? The primary reason for the development of modern range equipment was safety, with all other benefits secondary. Today, standard range accessories are available that will convert any suitable room into a safe, efficient range.

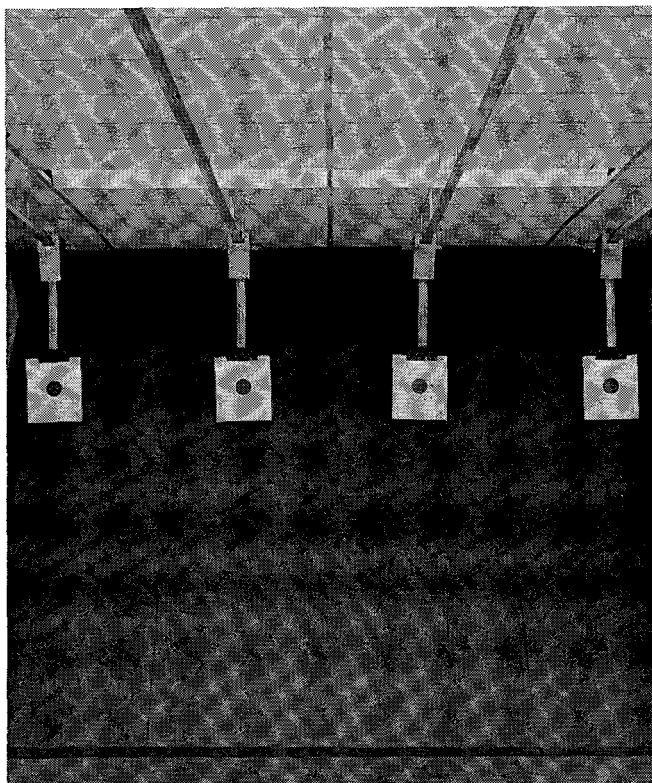
The most important range accessory by far is the bullet trap. It should always be the first range purchase. Unlike its plate-and-sandpit predecessor it is nearly completely free of ricochet and back-splatter. In spite of this, no shooting should be allowed without shooting glasses and no shooting should be from closer than 50' to the trap. Remarkably, there are modern bullet traps that are competitively-priced to the old-fashioned backstop; and best of all, the lead recovery will completely pay for the range equipment over a period of years.

The second most important accessory are the shooting stalls. Old timers who have not taken the time to investigate give a host of arguments against them — not one of which is valid. Even if all were valid, the safety provided would still require them. There are stalls today that prevent both penetration (which everyone thinks about) and ricochet

continued on page 10



The control room of a modern shooting range is all business. Here is located the electronic equipment controlling the individual target transports and the speaker system which commands the range. A large window gives the range master a full view of the operation.



The target area should be well-lighted with recessed fixtures. The targets are affixed on individual electronic carriers which are completely protected from bullet damage. The bullet trap, itself is virtually indestructible, even high caliber slugs fail to dent it.

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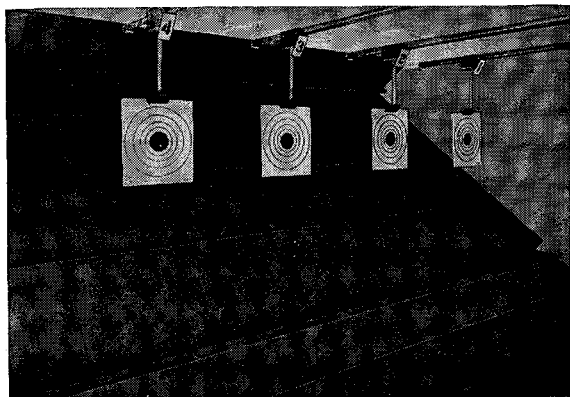
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continued from page 9

(which is sometimes overlooked until too late). In addition, the stalls are the primary noise attenuator. In spite of this, ear protectors should always be worn.

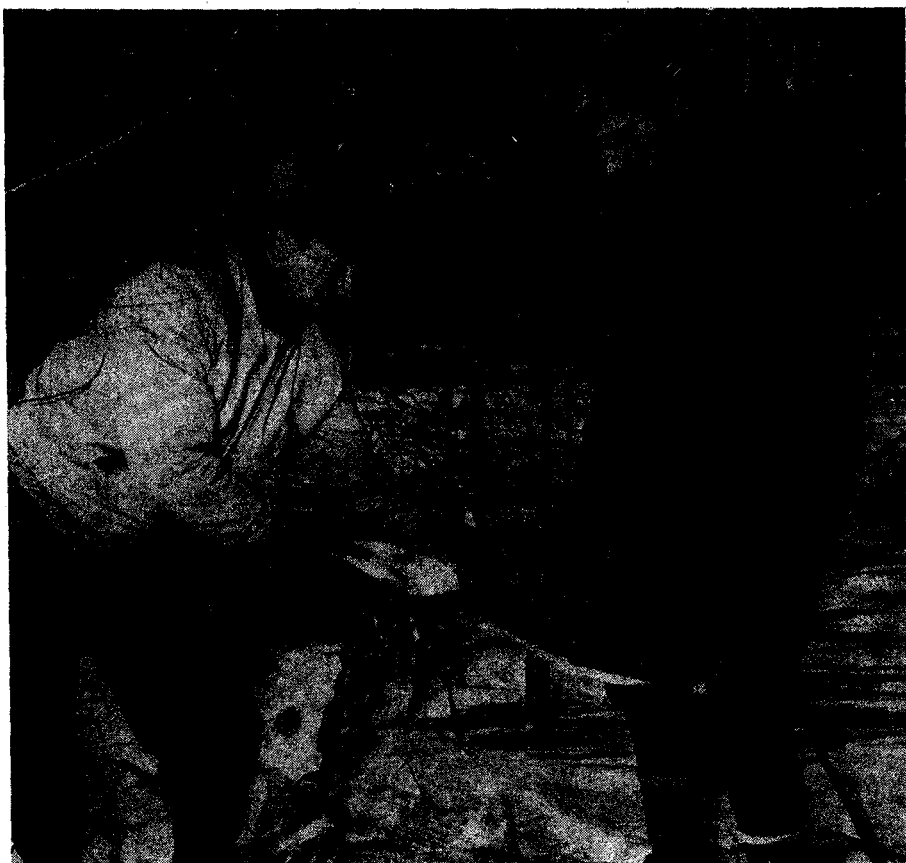
The third accessory in order of importance is the target transport equipment. In old-fashioned "walk-up" ranges, the target line was fixed and the shooters assumed various firing lines. Firing had to be halted for the entire firing line if even one person had to change a target. Therein lay both the time-consuming inefficiency and the inherent hazard of the old time range. With target transport systems, the firing line is always in the security of the shooting stalls. Various target lines are selected for the various courses of fire, and the equipment delivers and returns the targets automatically. This way no one is ever forward of the firing line.

Many other accessories are available ranging from guards that harmlessly redirect misdirected shots into the bullet trap to sophisticated electronic shooting games monitored by closed circuit TV. Many other devices to add interest and variety to shooting sports are under development at this time.

The cost of all of this is reasonable. In fact, on a participation basis it is doubtful that any other sport can compare. Only about 1,400 square feet of unused space is needed for a typical recreation program range. The complete accessories required to convert it to a modern 5-point range would be about \$7,000.00. Thus the entire job need not cost more than \$10,000.00. What else can be done for that expenditure that will appeal to so many for so long a time?

CONSERVATION IN ACTION

Two members of The Goodyear Hunting & Fishing Club release cottontails on a farm near Akron, naturally with the farmer's permission. The Club spends over \$20,000 a year in stocking fish and wildlife in the Akron area.



When a sportsman in the Akron, Ohio area comes in from the field with a brace of pheasant or in from a local lake with a good string of bass, he can give much of the credit for his successful day to employees of The Goodyear Tire & Rubber Company. Over 5,000 of these employees are members of the company's Hunting & Fishing Club, the primary aim of which is "to aid and assist in the propagation and restoration of wildlife in the Akron area and to promote all forms of recreation which calls the citizen into the great out-of-doors."

The Club has a constructive program to implement these aims and its members actively devote their time, money, and energy to the replenishment of game on farm lands and fish in public waters open to all sportsmen. It also seeks to cultivate more friendliness, confidence and goodwill among farmers and sportsmen—thereby opening up more land to more hunters.

The members practice what they preach; obeying the fish and game laws and striving to practice conservation methods at all times. Courses on how to handle a gun and hunt safely have been taught by club members to many local youths. Last year 30 boys, age 12 to 19, were taken on a fox-hunting trip. Five of the predators were bagged.

Each year the Club appropriates approximately \$21,000 of its own funds for the purpose of restocking fish and wild game in the Akron area. This money comes from Club membership fees, the profit from the Club's annual Sportman's Show, and from numerous local outlets which issue hunting and fishing licenses and donate the clerk fees to the Club's treasury. It's natural that Club members tend to patronize the stores that support

the Club by donating their portion of the license fees.

The Club has no paid officers. All necessary work is done on a volunteer basis by its members.

Last year's restocking program will give some idea of the impact which the Goodyear Hunting & Fishing Club has had on the sporting and conservation aspects of the Akron area. Over 4,000 rabbits and 1,500 pheasant were bought and released on farms open to public hunting within a 50-mile radius of Akron.

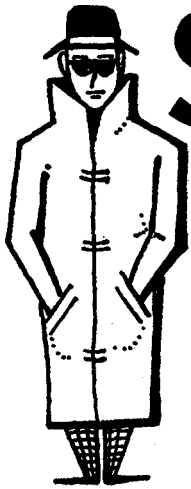
Some 2,000 pounds of bass, 7 to 10 inches long; 400 pounds of bluegill, 7 to 9½ inches long; over 3,000 pounds of walleye; 8,500 pounds of perch, and 500 pounds of rainbow trout, 11 to 13 inches in length, were bought and stocked in eight area lakes.

The fish and wildlife released by the Club will be giving Akron-area sportsmen pleasure for many years to come.

Two other Goodyear employee activity clubs closely allied with the Hunting & Fishing Club are the Zeppelin Rifle Club and the Wingfoot Bowmen.

The Zeppelin Rifle Club was founded in 1932 and had an original complement of 20 members. Membership has grown to 250 riflemen and the Club has captured the team and individual championships of NIRA's National Tournament a number of times.

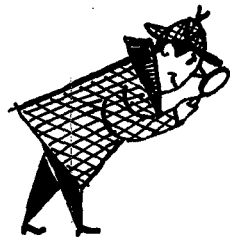
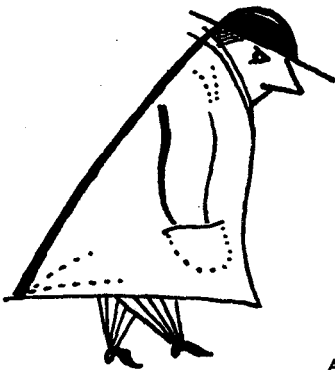
The Wingfoot Bowmen has a membership of 60 families and about 150 shooters. The Club season is divided in half. In the winter, shoots are held weekly in the Goodyear Gym. Summer finds the bowmen involved in weekly outdoor shoots at Wingfoot Lake which belongs to the company. ■ ■



SECRET AGENTS at the EQUITABLE

A comprehensive network of well-informed volunteers keeps The Equitable's employee activities program meaningful.

by **THEODORE SCANDURRA**
Manager of Employee Services
Equitable Life Assurance Society



As indicated by the activities bulletin board, language courses are very popular with Equitable employees. A source of qualified instructors has been located thanks to the alertness of one of the company's recreation agents.

| TRAINING CENTER ACTIVITIES | | | |
|----------------------------|-------------------------|--|------|
| TIME | NOVEMBER 1967 | | ROOM |
| EVENING COURSE | | | |
| 4 45 PM | LICENSE | | 1 |
| | COLLEGE OF INSURANCE | | |
| | GERMAN | | |
| | CAMERA CLUB | | 4 |
| 5 00 PM | ORAL COMMUNICATION | | |
| | FILM SHOWING | | A |
| | CL U I | | |
| 5 15 PM | CL U II | | |
| | COMMITTEE ON ALCOHOLISM | | 3 |
| | NS P I | | |
| 5 30 PM | SPANISH | | 7 |
| | ST GEORGE ASSOCIATION | | |
| | TOASTMISTRESSES | | 2 |
| | TOASTMASTERS | | 3 |
| | DEFENSIVE DRIVING | | |
| 6 30 PM | FINITE DIFFERENCES | | 5 |
| | CL U III | | |
| | CL U V | | 6 |
| | CL U IV | | |
| | PRSA CLINIC | | |
| | FRENCH | | B |
| | ITALIAN | | |

Behind the scenes at the Equitable Life Assurance Society, the Employee Services personnel constantly scan the New York Metropolitan scene for new facilities, contacts, and talented manpower as possible agents for the activities program. Language students exchanging newly-found idioms, enthusiastic artists viewing the annual art exhibition and Choral Club members stepping out on the stage of Little Carnegie often do not realize that these occasions have been sponsored by a complex network of behind-the-scene recreation agents.

Agents in Action

Let me elaborate on this role of the unseen agent in Industrial Recreation in order to illustrate just how the success of our activities and services program is insured year after year. Experience has it, here at the Equitable, that the secret of a smoothly run and varied program depends on the ability of its agents to direct their efforts toward an extensive knowledge of both their company and the Metropolitan area, and to win the allegiance of new agents for our employees.

An agent with the mission of tuning-in to the changing social and physical environment is bound to be sensitive in designing and arranging new programs for employees. Let me point out the value of such agents in action.

Several years ago we were confronted, by popular demand, with the idea of starting language classes for our em-

ployees. Alerting our staff to the proposal produced immediate results, primarily because one of our agents was aware of the functions of the city government and had a pretty good hunch where we might locate a qualified language instructor. As it turned out, we hired one of the many interpreters on the payroll of the city courts as our first language teacher for weekly evening classes.

As evidenced in the accompanying photo of our activities bulletin board, these classes have been continued with high enrollment and additional languages have been introduced under the popular guidance of several other city court interpreters. We have been able to offer, as a result, French, German, Italian and Spanish classes. An added advantage, the city courts, serving in the capacity as new outside agents for our program, are always glad to refer an interpreter to us who is interested in language instruction. In addition, we are pleased to be able to cement our relations with other Industrial Recreation groups by sharing with them the long-term fruits of our pioneering in the field of foreign language instruction for employees.

Fair-Play Is the Watchword

The watchword in our activities program is fair-play. We ask not from the city more than we think we can repay. Our agents communicate that the Equitable is interested in contributing to making New York a fun city.

Equitable Choral Club members audibly demonstrated

this attitude at their performances at the annual tree-lighting ceremony at City Hall, and at our World's Fair Pavilion in 1965. In addition, our employees indicate their concern in their substantial yearly charity contributions and in Choral Club visits to numerous public welfare organizations.

By arranging and providing the opportunity for employees to enjoy their leisure time here at the Equitable, and by indirectly influencing their attitude toward industry in a positive sense, we believe that we are contributing to the stability of the city as a whole.

In return we receive cooperation in arranging for some of the numerous facilities which are required in our varied program. The City always lends a hand wherever possible in providing fields for our summer athletics and public school facilities for our winter sports program. It is, of course, reassuring to count on space for our Basketball, Volleyball and Softball teams in advance. We feel that it is indeed a real step forward in community relations when the City administration puts its agents to work in the interests of the Equitable every season in notifying and assuring us of space and facilities for our recreation program.

Advertising Special Agents

Our activities agents here at the Equitable are anxious to reward our instructors and sponsors for their cooperation as special agents for our program. We are always proud to exhibit the work of our art instructor and that of his associates in our Employee Lounge area, and to promote the products of our sponsors.

We have been fortunate to have had such opportunities as organ lessons free-of-charge from the Hammond company. The Singer sewing machine which we operate in our sewing classes has, through the courtesy of Singer, promoted an activity with a following so large that we had to discontinue advertising for the current class. A local furniture company who recently sponsored and contributed prizes for our annual hobby show, an attraction to visitors and employees alike, has as well as Singer and Hammond continued to receive the patronage of our employees in return for the otherwise costly events they have sponsored.

We expect from the continued canvassing for new contacts on the part of our recreation agents, and as a result of the goodwill and interest in promotional opportunities of outside business enterprises, to offer an increased amount of such opportunities to our employees.

Internal Missions a Must

I want to stress the value and success of our system of dispatching our activities agents internally at the Equitable as well as outside the Society. Keeping in touch with activities members and constant visits to clubs and events proves to be a significant guide in measuring the popularity of present activities and method of gaining insights into the programs of the future. The constant attention of our agents to the correlation of the presentation and maintenance of an activity with its popularity often teaches us valuable lessons by exposing flaws in programs that might otherwise go unnoticed. This kind of detecting in time can often save a good activity from failure and at the same time keep up the morale of the members. As we all know, dwindling clubs are no asset to the operation of a rewarding Employee Services program.

Because our activities are supported primarily by the dues of club members, necessities such as scenery for our frequent Drama Club performances could be a financial problem. On the other hand, Equitable carpenters, electricians, and porters always seem willing to offer advice or a little extra service to such groups, simply due to appreciation for our extra cooperation and service. Of course, these special internal agents for such activities are always the first to be tracked down by our staff agents when we have at our disposal complimentary tickets or other material much in demand.

Whether searching for a judge for our Camera Club color slide competition four times a year, volunteers to canvass for our charity campaign, toastmasters for our various employee dinners, or individuals to lead activities, we find that our Equitable Agents' internal X-ray vision is indispensable on the job. Knowledge of where to find talented manpower in connection with activities and campaigns, or custodians of particular facilities at a moment's notice is, in our opinion, a vital factor for successful program planning and implementation.

In organizing our annual activities dinner, which is open to all activity members, our staff agents, by identifying compatible groups, determine seating arrangements and therefore closely affect the success of such an event. In addition, their knowledge of the interests and tastes of the group as a whole is, of course, imperative in choosing the right entertainment and menu.

Agents Spell Success

In reviewing our activity program, we are convinced that our tradition of behind-the-scene staff agents and the recruiting of special agents here in the company and in the Metropolitan area is responsible for our popular activity program and the fine company and community relations which we experience and appreciate. ■■



The Equitable Toastmasters Club develops an abundant supply of willing and able public speakers who appear at local civic, social and charitable events.

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HOW TO MAKE SKIING A SAFER SPORT

Making skiing a safe sport should be the concern of every skier and person associated with skiing. A concern almost absent from some slopes. Some skiers are not even mindful of people who have fallen ahead of them. Stop and inquire if the fallen skier is hurt and if necessary call for the Ski Patrol.

For a while there was a trend to shoot downhill and God help those who were in the way! This is a very dangerous act, especially when it prevails among beginners or on a beginner slope. Remember, this could lead to a serious accident, cause injuries, and have even economic consequences, such as being away from a job for long periods of time while recovering from an injury.

Every injury that occurs on the ski slope draws very dubious public sentiment such as "I told you so", or "Oh, you must have been skiing". The inevitable result is that many people who don't ski, and many others who might ski, feel that skiing is a dangerous sport.

Skiing is one of America's fastest growing sports and like most sports, must have its share of casualties.

The development of skiing depends on sound and sensible rules. Most of the rules already in existence are simply the use and application of common sense. With this in mind, the increase in the number of devotees each year would be greater, and the casualty list would decrease.

The following are some of the things with which skiers should concern themselves while skiing:

1. Look up the slope for skiers coming down before you begin your traverse or descent.
2. If someone seems to be in trouble, stop and ask if they need your help, or that of a ski patrolman.
3. If you fall, fill in your sitzmark so that the safety of other skiers is not impaired.
4. Do not walk on the slopes — the holes made by your boots can be dangerous.
5. If you consider yourself a good skier, do not ski down fast among the beginners. This may create a collision resulting in serious injuries. Furthermore, a schussboomer whooshing by, inches away, is frightening to a beginner. In short, apply some common sense and courtesy to make the sport joyful — instead of painful.

One way in which skiers often injure themselves is by outskiing their ability. The lift goes up the highest hill and was made to ride, but it should not be an open invitation for everyone to accept that ride. However, most everyone does! So, up he or she goes, for it looks so easy too, as he or she watches the others coming down. He or she arrives at the top, sure that they mastered the sport. Off they go — straight down.

The final ending is a quiet scene amid winter beauty, a postlude to a once thrilling trip of sheer terror — four ski patrolmen carefully carrying the pieces homeward down the slope, with the possibility of putting the pieces together again.

Another of our biggest causes of accidents is the tired skier — "Just one more time — this one will last me until next weekend". The truth of the matter is that all of us have undoubtedly skied sometimes when we were tired, and we can all help ourselves by being more careful.

Insurance companies will tell you that more accidents

generally happen from 3 to 5 p.m., than during all the rest of the day combined.

Remember not to ski when tired or when extremely cold or uncomfortable. The freezing of fingers and toes frequently happens without the person being aware of it before it is too late.

Properly filled equipment is a safety feature. If skis are too short, proper balance cannot be acquired. If too long, difficulty in rising from a fall, and difficulty in learning to turn will be experienced and the danger of breaking legs is more eminent.

A boot too tight can stop or slow circulation, which is uncomfortable and painful, and increases the possibility of frostbite. Be sure bindings fit and are the right type for your skiing ability. Clothing should be light and comfortable, yet warm.

Last, but most important, learn how to ski first. Too many people learn this the hard way.

Good instruction is more important now than ever before. The general skiing ability has greatly improved in the last few years, and is now higher than it has ever been. Lifts are longer, hills are steeper, ski equipment is better, and more people are skiing than ever before. Consequently, the need for proper instruction is greater than it has ever been. Always take instructions from the certified ski instructors. They wear white badges with gold lettering.

Do not be misled — you will ski easier, better, quicker and more safely, with a few hours of instruction, than you will with a few weeks of skiing on your own.

According to statistics, almost 95% of the ski accidents happen to people who have never had a ski lesson. ■

(Reprinted through the courtesy of the U. S. Ski Assn.)

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Marksmanship Record Tied, Participation Record Broken As Olin Wins National Industrial Trap Title

A steady-shooting crew of employees from the Olin Mathieson Chemical Corp., East Alton, Ill., broke 241 out of a possible 250 clay targets to win the 19th Annual National Industrial Trapshoot held Sunday, Sept. 8th at the Middletown Sportsmen's Club in Middletown, O. The event was again co-sponsored by the Armco Steel Corp. and the National Industrial Recreation Association.

In chalking-up their near-perfect 241, the Olin team tied the scoring record set by an Inland Mfg. Co. team from Dayton, O., enroute to their 1966 championship. A close second this year was Armco Steel's team #1 from Middletown, O. with a 238.

The shoot took place in perfect weather conditions and a record number of competitors turned out for the event. A total of 715 shooters representing 143 company teams took part, exactly 100 individuals over the old mark set last year.

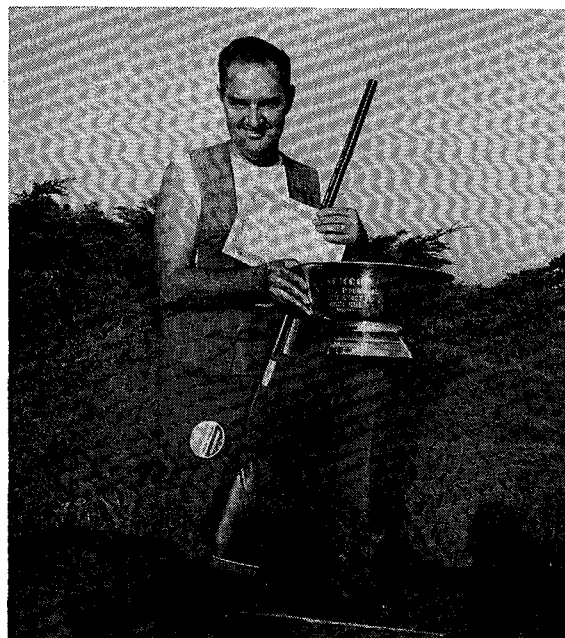
Five individual shooters went through the regulation competition with perfect scores of 50. A triple shoot-off was required before Douglas Dawn, a 41-year-old planer operator at the Cincinnati Shaper Co., emerged as individual high gun for the afternoon. Ed Haulk of Allison Division of GMC, Indianapolis, Ind., finished second, five birds behind Dawn.

In addition to a stunning silver bowl and a Winchester trap gun for Doug Dawn and elegant presentation watches for the Olin Mathieson team, both the high gun and the championship team were awarded a "dream" hunting trip to Nilo Farm, Olin Corp.'s magnificent gamebird preserve in southern Illinois. There they will go gunning for duck and pheasant with the aid of some of the finest hunting dogs in the nation.



The 1968 National Industrial Trap Champions: Olin Mathieson Chemical Corp., East Alton, Ill. Team members and their scores are (seated, from left): Erwin Ringering, 24-24—48; Clyde Miller, 24-23—47; Lester Arbuthnot, 24-24—48. (Standing) Bob Maples, 24-25—49; and James Ulrich, 24-25—49, for a fantastic total of 241 out of a possible 250 birds.

Douglas Dawn of The Cincinnati Shaper Co. emerged from a triple shoot-off to take high gun honors at this year's shoot. Here he grins broadly while displaying his loot: A Winchester trap gun, silver bowl, and a certificate entitling him to a gamebird hunt at Nilo Farm.





Only five participants out of a total of 715 shooters emerged from the regulation competition with perfect scores of 50. Here one of them, Richard Cooper (left), of Monsanto Research Corp. of Miamisburg, O., receives a 50-straight patch from shoot director Bob Bauer.

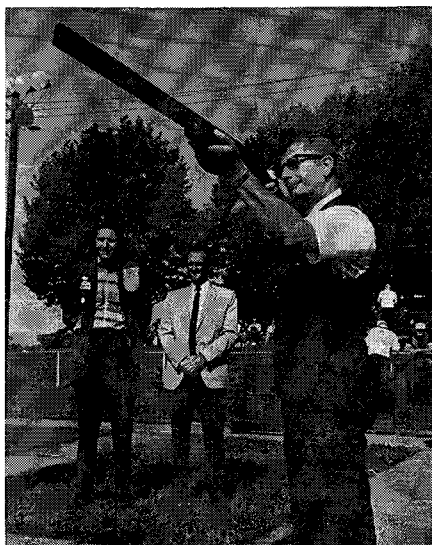
For most of the day, a team from Carrier Corp. of Syracuse, N.Y., had the uncontested lead with a score of 233. It looked like that score would stand up for the championship.

Then around 4:00 p.m., as the last teams were going to the firing line, things began happening in a hurry. First, The Cincinnati Milling Machine Co.'s team #1 from Cincinnati posted a 233 to tie Carrier for the lead. Then, only seconds later, the Olin team came in with their record-tying score of 241.

This left only the crack Armco Steel team #1, which traditionally fires last on its home range, to challenge the awesome score of the Olin five.

At the end of their first round of 125 birds, Armco was one target up on Olin. As the Armco team walked down range to fire their final series of 125 birds, the entire crowd followed along, anxious to witness the final challenge.

The men from Armco gave it their very best, but the pressure of Olin's fantastic score proved too much to over-



For the third year in a row, R. A. Leichty, Assistant to the Manager of Armco Steel Corp., ceremoniously opened the shoot by breaking the first bird. Watching are Tournament Director Bob Bauer (left) and Ray Paynter, Jr., President of the Armco Employees Association.

come and the Armco team finished three birds back with an excellent 238, good enough to take the tournament most any other year.

Tournament director Bob Bauer of Armco and his entire staff must be complimented for once again conducting a flawless tournament. It is a tremendous logistical feat to accommodate 715 shooters in the course of one afternoon and keep everything running smoothly.

The Top Teams and Their Scores

| | |
|--|-----|
| Olin Mathieson Corp., East Alton, Ill. | 241 |
| Armco Steel #1, Middletown, O. | 238 |
| Carrier Corp., Syracuse, N.Y. | 233 |
| Cincinnati Milling Machine #1, Cincinnati | 233 |
| Delco Moraine Div., GMC, Dayton, O. | 231 |
| National Cash Register #2, Dayton, O. | 231 |
| Wright-Patterson AFB #1, Fairborn, O. | 231 |
| Joseph Seagram & Sons, Lawrenceburg, Ind. | 230 |
| Proctor & Gamble, St. Bernard, O. | 230 |
| Olin Mathieson Corp., New Haven, Conn. | 230 |
| IBM Corp. #1, Greencastle, Ind. | 230 |
| North American Rockwell Corp., Columbus, O. | 229 |
| Delco Moraine Div., GMC, #2, Dayton, O. | 229 |
| Hillenbrand Industries, Batesville, Ind. | 229 |
| Cincinnati Shaper Co. #1, Cincinnati | 228 |
| Inland Div., GMC, #3, Dayton, O. | 228 |
| Frigidaire Div., GMC, #6, Dayton, O. | 228 |
| Remington Arms Co., Bridgeport, Conn. | 228 |
| Owens Corning Corp., Newark, O. | 228 |
| Armco Steel #2, Middletown, O. | 228 |
| Owens Illinois, Godfrey, Ill. | 228 |
| National Automatic Tool Co., Richmond, Ind. | 227 |

Athletic Institute Names Frank Jones As President

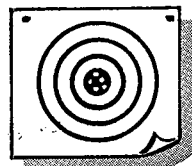
Frank B. Jones, 48, professor of health and physical education at Sacramento (California) State College since 1952, has been named president of The Athletic Institute, Chicago.

Selected to fill the vacancy created by the death of Laurence "Moon" Mullins on August 10, Jones will complete his

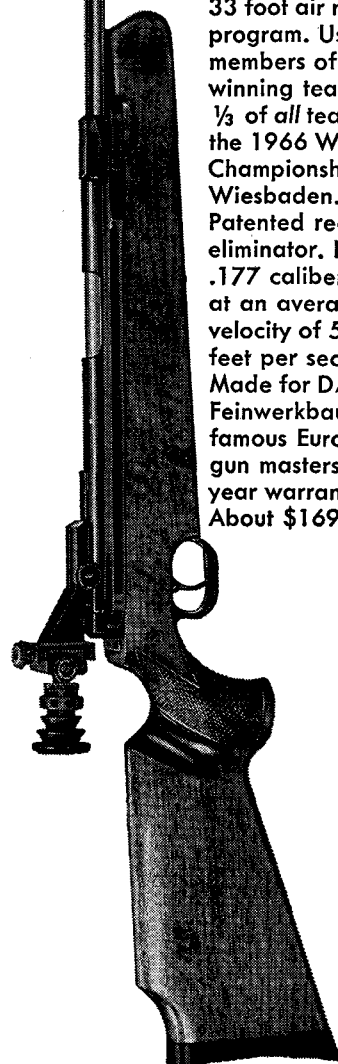
university commitments and devote full time to Institute affairs effective February 1. In the meantime, he will commute periodically from the West Coast to work with staff members in planning future operations for the national non-profit organization.

The Athletic Institute, a pre-World War II agency, devotes its efforts to the advancement of athletics, physical education, and recreation.

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Looking as if it should be a part of the Olympic setup at Mexico City, General Dynamics Fort Worth Division's fabulous employee recreation complex stretches out across the Texas landscape. In the left foreground is the new olympic-size pool and bath house. On the right are the lighted tennis courts. Behind these is the air-conditioned activities center and field house. Out of the camera's eye, unfold acres of sports fields, a children's zoo, a fishing lake and other facilities.

Giant Swimming Pool for General Dynamics Workers

The General Dynamics Recreation Association of Fort Worth, Tex., recently opened a new olympic-size outdoor swimming pool for its employee members. A Kiddie Pool and Bath House are also part of the addition to GDRA's impressive recreation complex.

The main pool can accommodate seven competitive swimming lanes, an instruction area, and a deep well area for diving. The pool contains approximately 817,640 gallons of water. All water in the pool is changed every six hours with the aid of a high-rate sand pressure filter system.

The Kiddie Pool, which is enclosed by a wrought-iron fence, is built in a kidney shape. It is 42 feet long by 23 feet at its widest point, with an average depth of 18 inches.

In addition to locker rooms, administrative offices and a covered porch, the elegant Bath House boasts two air-conditioned lounge rooms.

The staff consists of a Pool Supervisor, Chief Lifeguard, and 14 lifeguards. There are six guards on duty at all times.

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Avco Wins ASA Industrial Slow-Pitch Tournament

The Avco Lycoming Division of Stratford, Conn., came out of the loser's bracket to capture the Amateur Softball Association's Industrial Slow-Pitch Championship, held Aug. 30-Sept. 2 at Raybestos Memorial Field in Stratford.

Avco won the crown by besting the E. L. Wiegand team of Pittsburgh in the final two matches, 3-2 and 11-4. The Stratford team, which didn't even make it to last year's tourney, outfought 36 other industrial teams to gain this long-awaited first championship.

The top finishers and their records in the Industrial Slow-Pitch Tourney were:

| | |
|---|-----|
| Avco Lycoming, Stratford, Conn. | 8-1 |
| E. L. Wiegand Co., Pittsburgh, Pa. | 5-2 |
| Long Island Lighting Co., Hicksville, N.Y. | 4-2 |
| Sikorsky Aircraft, Stratford, Conn. | 5-2 |
| Combustion Engineers, Chattanooga, Tenn. | 6-2 |
| Louisville Gas & Electric, Louisville, Ky. | 4-2 |
| AMF, York, Pa. | 6-2 |
| Bausch & Lomb, Rochester, N.Y. | 4-2 |
| Beattie Plant, Fountain Inn, S.C. | 2-2 |
| Dupont Fibers, Waynesboro, Va. | 3-2 |

In other ASA title action around the country, the Clearwater Bombers won their ninth Men's Fast-Pitch Tournament at Clearwater, Fla., as Weldon Haney pitched a no-hitter and scored the only run of the game to lead the Bombers to a 1-0 win over Oxnard, Calif. in the finals.

The Raybestos Brakettes of Stratford, Conn. captured a record-tying seventh Women's Fast-Pitch Championship by defeating the Orange (Calif.) Lionettes in the final game before an estimated 9,200 fans at Memorial Field in Stratford.

County Sports of Levittown, L.I., N.Y. defeated Jo's Pizza of Milton, Fla. in the finals to win the Men's Open Slow-Pitch Championship at Jones Beach, N.Y.

The Sobies of Chicago captured its third straight title in the 16-Inch Slow Pitch Tournament by outlasting another Chicago entry, the Bobcats. Chicago teams dominated the tournament by placing one-two-three out of the 15-team field in the St. Louis event.

Cincinnati's host team, Escue Pontiac came out of the loser's bracket to twice defeat Carter's Rebels of Jacksonville, Fla., for Women's Slow-Pitch Title.

Lilly Sets Up Extensive Inner-City Rec Program

Eli Lilly and Company has developed an expanding program of recreation for the inner-city area of Indianapolis. The program was designed and is adminis-

continued on page 21

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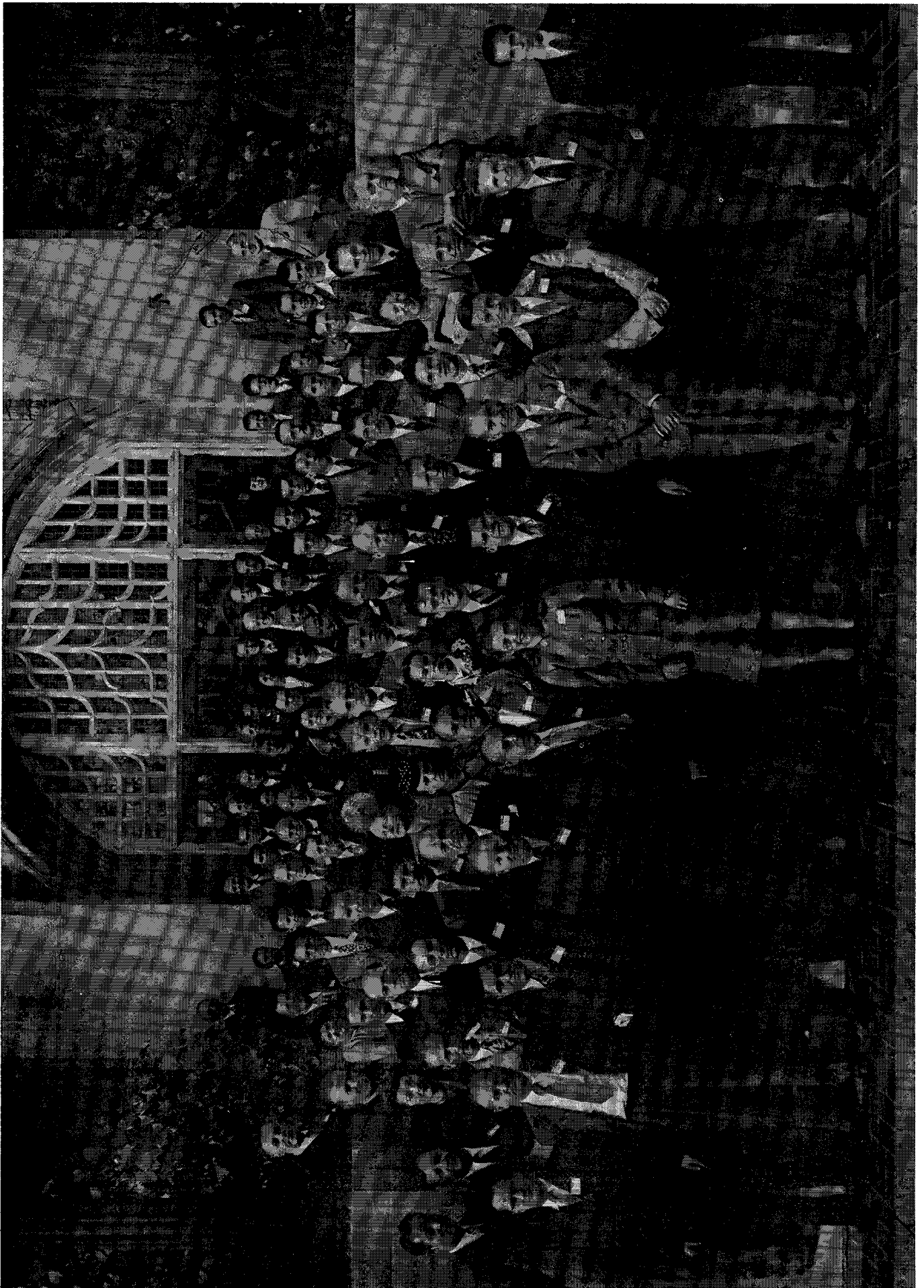
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Break out those old suits, fellas, wide lapels are back in style! The photo on the opposite page was taken during a meeting of industrial recreation administrators at Purdue University on October 25, 1946. Are you in the picture? Or can you identify some who are? If so, drop us a line and fill us in.

continued from page 19

tered in cooperation with the Metropolitan Park Department, local social agencies, neighborhood associations, and Mayor Richard G. Lugar's Upswing '68 program, which was established to provide summer recreation for city youths and young adults.

At the present time the Lilly company has three supervised playgrounds in operation and a fourth one is under construction. Each is located near a Lilly installation. The equipment and use of the land are being donated by the firm. An allotment to the neighborhood or social agency provides funds to employ qualified supervisory staffs.

The playground areas vary depending upon the needs of the neighborhood, but may include facilities for basketball, softball, shuffleboard, and volleyball for the teen-agers, and swings, slides, and climbing equipment for the younger boys and girls. Each playground is designed to meet recreation needs according to the ages of the children.

The Lilly firm has also employed nine college students to help supervise recreation at Harry E. Wood High School and St. Patrick Church, on the near south side of Indianapolis close to the company headquarters. The eight student supervisors at Wood were loaned by the company to the city to assist in the mayor's Upswing program at that location. The supervisor at St. Patrick Church is part of the Barrington-Fountain Square (neighborhood) Association recreation program.

Basketball, softball, and volleyball are the most popular activities at both locations. Both indoor and outdoor recreational facilities are available. The program at St. Patrick Church includes boxing.

A Boy Scout troop and two Explorer posts are sponsored by the company. Lilly personnel provide leadership for all three groups. In 1966, a new A-frame-type building was constructed for use by the Scouts. The building includes a large meeting room, storage area, and a busport.

AROUND THE CIRCUIT

Raymond F. Plante has been appointed manager of employee and community relations for Raytheon Company's Missile Systems Division plant at Andover, Mass. With Raytheon since 1967, Plante had been an employee services specialist at Andover. He earlier was associated with Itek Corp. and General Electric Co.

Out Los Angeles-way, the Hughes Aircraft Co.'s varsity tennis team captured the Aerospace Industrial League trophy after a thrilling play-off match against the North American Rockwell Rocketdyne Div. team from Canoga Park, Calif. This gives Hughes its fourth tennis championship in five years.

The Grumman Athletic Association of Bethpage, N.Y. recently arranged for Andy Varipapa, a member of the Bowling Hall of Fame and one of the nation's foremost bowling instructors, to preside over a four session course for Grummanites just taking up the sport of bowling. The sessions included both "classroom" and "on-the-lane" instruction.

Continuing in a bowling vein, Owens-Illinois of Toledo, O. recently sponsored a "Beat Carmen Salvino" tournament. During the evening Salvino, one of the top professional bowlers, passed along bowling tips, demonstrated trick shots, and then rolled one game for the record. His score was 225, which apparently was an off day for the champ. Then 76 O-I employees bowled against the score and seven beat it with the aid of a 70 percent handicap. They each received an "I Beat Carmen Salvino" trophy.

In our August issue we neglected to include Texas Instruments, Inc. of Dallas, Tex. in the list of NIRA companies which received Certificates of Excellence for specialized segments of their recreation programs. Texas Instruments won honors in the Social Activities category for their annual Auto Racing Movie Spectacular. Four hours of race films, race car displays, door prizes, and free racing decals made the show a "spectacular" which attracted over 1,000 people this year.

A finely-written "Hunting Compendium" for the upcoming season has been made available by Winchester Arms. It provides sportsmen with 62 pages of valuable hunting information, covering legal game species

continued on next page

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Man with extensive background of administering armed service recreation programs and coaching seeks position as recreation director. B.S. in Psychology from William and Mary. Familiar with all phases of recreation. Age 35. Single. Salary \$10,000. Available Sept. 1968.
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Young man, 28, with B.A. degree from the U. of Nevada and field experience seeks administrative position in industrial recreation. Single. Salary \$10,000.
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MISCELLANEOUS

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Charles Gillett, executive vice president of the New York Convention and Visitors Bureau, has been elected a director of the International Association of Convention Bureaus.

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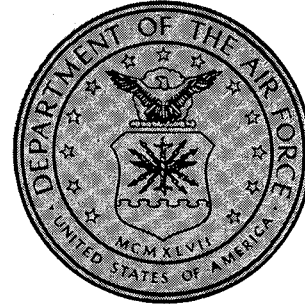
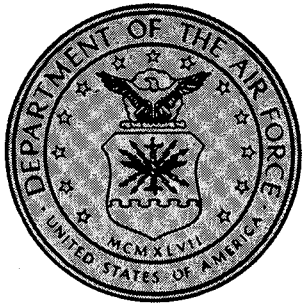
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Recreation Management

NOVEMBER
1968

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*Administering recreation programs
in the Armed Forces receives the
spotlight of attention this month.
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parallel their counterparts
in industrial recreation.
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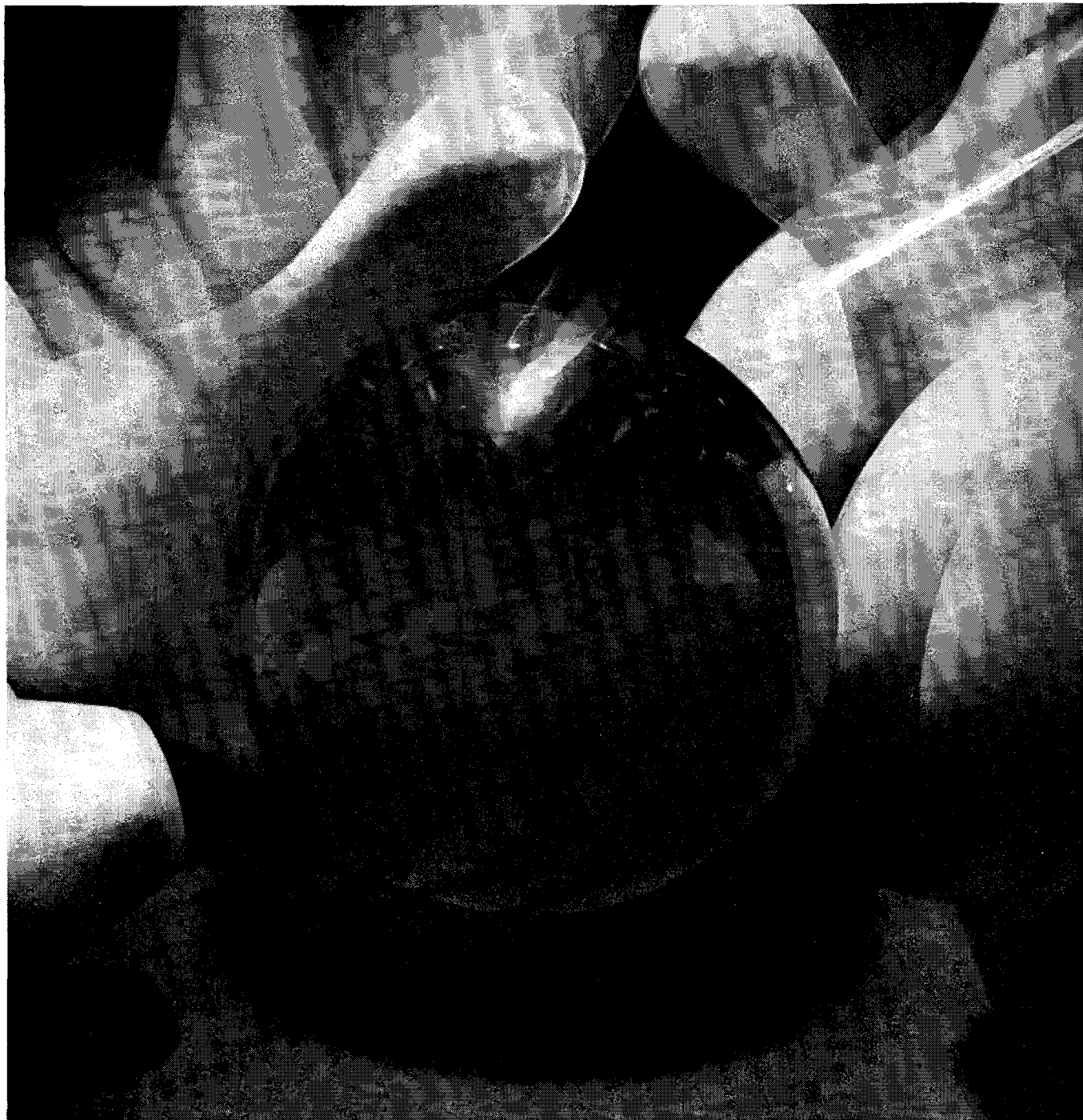
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Because of the many similarities in administrating recreation programs in Industry and the Military, the personnel departments of the various Armed Services are active members of the National Industrial Recreation Assn. On the following pages appear studies relating to the activity programs of the Air Force Logistics Command and the Navy Special Services. In upcoming issues, stories profiling the recreation activities of the other services will appear.

MORALE... *That Intangible Spark*

Both military and civilian personnel of the Air Force Logistics Command enjoy the benefits of well-developed recreation and welfare programs.

by Jim Robertson
Recreation Specialist
Headquarters Air Force Logistics Command

The United States Air Force has long embraced the philosophy that its commanders have a dual responsibility: First, to accomplish their assigned missions, and second, to assure the physical and mental well-being of the work forces — military and civilian — performing those missions.

By the very nature of its own mission, which is to provide logistics support and services for USAF systems and organizations, Air Force Logistics Command is necessarily and closely allied with American industry. Its work force, comprised of 15,000 military personnel and 125,000 civilian employees, is engaged in tasks covering every career field normally found in private enterprise. In addition, the Command also has on its bases tenant organizations totaling another 42,000 military and civilian personnel. Morale and recreation programs are so integrated with those of communities adjacent to AFLC bases that personnel frequently enjoy contact with industrial employees who share their interests. Under such circumstances — and in view of common goals — it was natural that AFLC should accept an invitation to affiliate its bases with NIRA.

In AFLC, as in all other Major Air Commands, supervision of morale, recreation and welfare programs is a function of the Personnel Services Division. Mr. Albert G. Bianco, now chief of the division, was formerly Director of Sports for United States Air Forces, Europe, at the Headquarters in Wiesbaden, Germany. The man generally credited with organizing the military athletic program as it exists today, he enjoys a world-wide reputation because of his long-time association with Conseil Internationale du Sports Militaire, more popularly known as CISM.

Since coming to AFLC in 1965, Mr. Bianco has assembled a headquarters staff of eleven specialists and technicians to provide command supervision of the numerous activities that make up the program: sports and recreation, libraries, officers and NCO club management, base restaurants, base exchanges, base theaters, service clubs, aero clubs, bowling lanes, youth centers, hobby shops, welfare fund management, facilities improvement programs, and other functions.



The Wright-Patterson Air Force Base morale and recreation "team" enjoys a lunch-hour break on the practice green at the Twin Base Golf Course. (Left to right) Tom Jones, Manager of the base restaurant operation; Richard McCafferty, Executive Secretary of the Civilian Welfare Fund; and Don Hamrock, Director of Civilian Recreation.

Because of the latitude afforded Air Force commanders in decisions affecting the morale and welfare programs, it is difficult to make broad or sweeping statements which would apply to all bases. In general, however, it may be said that military and civilian programs are separately managed at base level, but to the extent that local conditions permit, participation is usually mixed. Aero Clubs, for example are organized and monitored by the military, but civilian employees enjoy associate membership privileges. Military personnel and civilian employees play golf together on most of the Command's eight courses, but play is restricted on the others because of overcrowding. Some activities, such as rod and gun clubs, are sponsored jointly.



In 1967, Wright-Patterson hosted a pilot clinic for lifetime sports in industry and the armed services. Among the dignitaries in attendance were (from left): Bud Wilkinson, President of the Lifetime Sports Foundation; Col. J. C. Wise, Wright-Patterson base commander; Al Bianco, Chief of Personnel Services for the Air Force Logistics Command; and Don Neer, NIRA's Executive Director.



Above, Jim Donaldson (left), civilian recreation director at Robins AFB, Georgia, takes a look at work on a press box and concession stand at the base civilian softball field. Below, Santa wears combat boots at the annual civilian/military base-wide Christmas party at Tinker AFB, Okla.



Two Sources Of Funds

Programs and participation will be discussed later in more detail, but first it is necessary to explain two important terms used frequently in any discussion of morale, recreation, and welfare programs. The terms concern funding, and nothing is more important than that!

First is "appropriated funds," and they are precisely that. They are public funds, primarily tax dollars, that are "appropriated" by the Congress of the United States for a specific purpose. Annual appropriations for national defense always include a limited amount of money for support of the *military* morale and recreation program, but nothing incidentally, for the civilian program.

"Nonappropriated funds," on the other hand, are funds which accrue to instrumentalities of the government (as different from the government itself) and they never see the inside of the U.S. Treasury. Profits from base exchanges and base theaters account for a large proportion of the nonappropriated funds used in military morale, recreation, and welfare programs. Similarly, profits from base restaurants — operated as feeding facilities for civilian employees — provide funds for the civilian morale and welfare program. In 1967, AFLC's base restaurants showed a profit of \$844,000, of which \$332,000 was distributed as dividends for support of local civilian programs. Through fees and charges, military and civilian programs both generate additional nonappropriated funds.

About the best way to explain AFLC's civilian morale and recreation program is to examine one of the better programs in action. For this purpose we have selected Wright-Patterson Air Force Base near Dayton, Ohio, where Don Hamrock is the Recreation Director. In his twenty years at the base Don has seen a lot of changes. For one thing, his program has developed to the point where it occupies three separate offices — one in each of the three main base areas. His staff includes two office managers and an administrative assistant. In addition, there are three gymnasium attendants and one ball-field groundskeeper.

As previously mentioned, the primary source of funds for the civilian recreation program is base restaurant profits. Happily, the 25,000 civilian employees at Wright-Patterson AFB are hearty eaters, and the restaurant operation — managed by Mr. Tom Jones — turns over about \$100,000 a year to the Civilian Welfare Council, a 12-man advisory board elected by the employees. An adjunct to the restaurant operation is a 6,930 yard 18-hole golf course with watered fairways and a modern clubhouse. Constructed six years ago with working capital from the restaurant fund, the golf course realizes a profit of more than \$6,000 a year.

Social And Physical Phases Of Program

The recreation program is divided into two main categories, Social and Physical. The social program is a function of the Civilian Club and is directed by Mr. Richard D. McCafferty, better known to the more than 25,000 employees as "Mac." His official title is Executive Secretary of the Civilian Welfare Fund, and his staff includes an administrative assistant, a club manager, and three additional personnel. Mr. McCafferty is responsible for editing the Civilian Welfare News, an outstanding monthly publication describing the program of events and having a distribution of more than 26,000 copies. Just to sort of round out his duties, the Executive Secretary is also given the responsibility for two civilian employee parks!

continued on page 8



Above, TV star Joey Heatherton greets Joe Ferguson, President of the Twin Base golf committee, at a recent cocktail party in the Civilian Club at Wright-Patterson Air Force Base. Below, The Robins Belles, sponsored by the Robins AFB Civilian Council, won the West Central Georgia Ladies Invitational Softball Tournament this year.



continued from page 7

Regular programs at the Civilian Club include two game evenings a week, a stag dance on Friday night, a couples dance on Saturday night, and duplicate bridge each Thursday evening. During the fall and winter months, instructors are hired to teach classes in bridge, charm, modeling, speech, dancing, and art. A retirees club, recently formed, holds social gatherings once a month with an average attendance of 175. Don Hamrock and his staff assume responsibility for all other aspects of the recreation program.

Don relies heavily on volunteers, and he attributes the program's strength and expansion to the dedication of the activities chairmen, representative team managers, and instructors. Each volunteer is carefully screened to assure that he is right for the job. The base has activity chairmen for youth basketball, youth bowling, archery, table tennis, employees bowling, and trap shooting. The chairmen assist

greatly in reaching all the employees and in monitoring the various phases of their particular activities.

At present, there are eleven representative team managers and six instructors. Instruction is offered in men's and women's physical fitness, tennis, archery, golf, and dancing. The program also includes clinics in trap and skeet shooting, basketball, and softball.

The Well-Balanced Program

Don Hamrock's approach to recreation on the grand scale is purely professional. He believes that a well-balanced program must include: (1) Instruction, so that employees are introduced to new activities: (2) A departmental sports program that is organized with respect to player skills and abilities so that employees compete in their own class: and (3) A good representative team program for the more proficient athletes. There is, of course, plenty of competition for representative teams.

Wright-Patterson AFB is a long-time member of the Dayton Industrial Athletic Association. Organized in 1930, the association's other member plants are Armco Steel, Delco Moraine, Delco Products, Frigidaire, Inland Manufacturing, and National Cash Register. The total number of employees is upwards of 90,000.

The purpose of DIAA is two-fold: (1) To create strong plant spirit among the industrial plants of the Dayton area through friendly competition in sports and recreation, and (2) To stimulate social and physical self-improvement among employees of the association.

Twenty-one different types of activities were offered last year by DIAA. More than 5,000 employees of the association participated in one or more of the following activities: Art Fair, Winter and Summer Archery, Men's and Women's Golf, Horseshoe Pitching, Winter and Summer Rifle Marksmanship, Slow-Pitch Softball, Over-40 Softball, Tennis, Departmental Softball, Basketball, Bowling, Rose Show, Bridge, Youth Basketball, Men's (day and owl) and Women's Bowling, and Trapshooting. The budget, totaling more than \$9,000, is pro-rated among the seven member plants. The community relation value of such a program is immeasurable.

Wright-Patterson AFB has formed its own officials' organization for departmental softball, basketball, and volleyball programs. The benefits: The organization remains under base control, and it gives employees a chance to become officials and remain active in the program when their playing days have ended. The base frequently sponsors clinics in all sports to keep officials and players abreast of rule changes.

Fees Stimulate Participation

Because of extensive participation — for example, 78 softball teams take the field each season — a team registration fee is charged to help defray expenses. For softball and basketball it is \$22.50 per team. These charges bring in about \$3,000 a year, and any excess funds are applied to other activities. As a matter of fact, the base always makes it a point to show a profit, and this is especially true of all instructional programs. Ordinarily, the charge for a course is about 15 percent above the actual cost, a practice which nets the program about \$1,000 a year. According to Don Hamrock, the registration fees do not deter participation. On the contrary, they appear to stimulate attendance and reduce drop-outs.

A big activity — and another source of profits — is the

sale of tickets to theater attractions and athletic events. During 1967, the base recreation offices sold more than \$25,000 worth of such tickets at an average discount of nearly twenty percent to employees. Nevertheless, the operation showed a profit of more than \$1,500.

Another bit of Hamrockian philosophy is that large team trophies have no place in the present day athletic set-up, but that individual trophies are extremely important and a great stimulant to the program. He is convinced that the serious competitor in any sport wants to win one more trophy! True, they may disappear rather quickly to gather dust in the attic, but at the time of presentation, trophies are extremely important. And that brings up the subject of presentations. Don is a firm believer in the awards dinner and the proper presentation of a trophy. It adds prestige to the sport, and is greatly appreciated by the participants — especially the winners.

The recreation program at Wright-Patterson AFB is constantly subject to improvement and revision. New activities are added to attract more people, and changes are made which will help to hold the participant's interest for a longer period. Changes are also made aimed at keeping employees in various athletic programs well past the age when ordinarily they would cease to compete. An example: Several years ago the base instituted a slow-break basketball program to supplement the regular basketball leagues. Basic difference between the two games is that slow-break basketball requires about 1/3 less running, thus permitting players to enjoy the game for many more years. It is also a good game for the office worker who finds it difficult to get into shape and stay that way when he plays only once a week. Last year, thirty teams competed in the Wright-Patterson slow-break basketball program.

Although Wright-Patterson morale and recreation activities have been used to illustrate AFLC's concept of a good base program, similar programs are found at other bases; Griffiss AFB, New York; Hill AFB, Utah; Kelley AFB, Texas; McClellan AFB, California; Robins AFB, Georgia; and Tinker AFB, Oklahoma.

Little has been said of the military recreation program because it does not have as much in common with industrial recreation. AFLC's military program is, however, as comprehensive as any in the Air Force. The Command's sports and recreation calendar lists thirty special events for military personnel and their dependents.

Two years ago the Command undertook a three-year facilities improvement program which has been extremely successful, and which has become a permanent and effective tool of management. For the first time in the Command's history, a realistic effort is being made to improve facilities on a priority basis and according to strict ground rules which classify facilities in three categories — indispensable, essential or desirable.

Efforts have also been successful to increase staffing, and to obtain better support from appropriated fund sources, leaving the nonappropriated fund dollars available for more aggressive and imaginative programming.

In the words of Al Bianco: "Most people — perhaps all people — want to become actively engaged in some form of recreation. Many, however, are reluctant to open the door that leads to a richer life through the planned use of leisure time. It is the obligation of a Major Air Command to open the door for its military and civilian personnel. In AFLC we hope to do that, or at least provide the key." ■ ■



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THE NAVY TAKES CARE OF ITS OWN

by **B. C. TYSON**
Commander, USN
Director, Special Services



The Special Services program of the United States Navy is organized to provide a varied selection of wholesome, constructive leisure-time activities which effectively contribute to the mental and physical well-being of Naval personnel and their dependents. These programs must be geared to operate under conditions which are peculiar to the Navy's mission. Over 60% of all Navy personnel are officially assigned to units afloat.

On ships, lack of space is a constant handicap to any recreation program and drastically restricts the variety of activities which can be offered. Navy shore installations are located throughout the world and must provide the basic recreational opportunities for both shore and afloat personnel. As the constant mobility of afloat units can create great and rapid fluctuation in numbers of personnel at fleet support activities at any given time, these shore installations commanders must maintain the flexibility necessary to cope with a wide range of climatic conditions and still satisfy the diversity of recreational interest among Navy members.

For these reasons, a standardized Special Services program is neither desirable nor practical. Commanding officers of both ships and shore installations are given the responsibility for the establishment and execution of adequate Special Services programs for personnel whom they support. They are encouraged to strive for a well-rounded program which will provide activities of interest to all personnel.

The funds which maintain the Navy's Special Services program are derived from both appropriated and nonappropriated fund sources. Appropriated funds are secured by congressional appropriation in the annual budget submitted to the Department of Defense. Nonappropriated funds are generated from profits of the Navy Exchange and Ship's Store operations, assessments of clubs and messes, Special Services revenue producing and resale activities and interest earned on invested funds.

By far, the bulk of Navy Special Services fiscal support comes from nonappropriated funds. The use of appropriated funds is generally reserved for such expenditures as the purchase of basic equipment, the pay of supervisory civilian personnel and construction of essential recreation facilities.

Because of the great variation in activities offered in Navy Special Services throughout the world, it is very difficult to outline a typical Navy Special Services program. Instead I will describe the various types of activities which are generally offered.





It's always a hotly-contested battle, when the Navy squares off with the Marines in any sport. Here the troops go at it in basketball — one of the many events organized and sponsored by the Special Services.

Navy-Wide Sponsored Activities

A number of Navy-wide sponsored activities are organized and funded from the Bureau of Naval Personnel Central Recreation Fund. Among them is the Fleet Motion Picture Service which provides 16mm movies free of charge to the hundreds of Navy ships afloat. This program costs the Navy about five million dollars per year. The Central Recreation Fund also sponsors the annual Navy-wide Conference of Special Services officers assigned to naval activities maintaining composite or unit recreation funds. This conference offers professional guidance in the form of clinic sessions in various areas such as facility planning, funding, personnel management, etc. Other All-Navy programs, such as the All-Navy Sports Program, All-Navy Talent Contest, Photo Contest and Cartoon Contest are sponsored by the Central Recreation Fund.

Sports

The Navy Sports Program is a recreation function geared to provide competition on all levels. Intramural sports programs are offered at base and ship level throughout the Navy and every Navy man is given the opportunity to compete. Most intramural programs culminate in the award of a Captain's or Commandant's Cup to the activity amassing the most points during the year. At most activities, intramural All-Star clubs are selected to represent the command in district tournaments which may lead to regional, All-Navy play and Interservice competition.

In addition, qualified athletes may apply for competition in almost all of the various national meets, as well as the Pan American and Olympic Games.

Movies

Movies are the largest single item in the Navy's recreation budget. Almost every activity in the Navy has provisions for showing movies. 16mm movies are procured by the Navy Motion Picture Service for showing aboard ship and at overseas stations. These movies are shown free of admission charge. In the Continental United States and Hawaii 35mm movies are provided under the Navy-Marine Corps Motion Picture Plan. The films are leased by the District Commandants from civilian motion picture exchanges and are shown at a nominal admission fee which partially covers the cost of film rental.

Entertainment

Entertainment is a vital aspect in any form of recreational activity. However, entertainment in the Navy Special Services Program usually refers to (a) professional or amateur groups brought to the ship or station from outside sources; (b) entertainment produced by personnel of the ship or station for the enjoyment of the personnel at the ship or station. Both categories include such activities as musical entertainment, dances, talent show, theatre productions and package shows. These events are usually scheduled by the Special Services of the ship or station according to the desires of the personnel at each activity.

Hobby Activities

Most naval activities have some sort of hobby program. At larger naval activities the hobby shops offer free instruction, locker space and use of tools and equipment. Automotive repair, carpentry, leather craft, photography, painting, model building, ceramics, lapidary and boat building are some of the popular hobby activities. Over twenty different hobbies supported by the Navy's hobby craft program are recommended for shipboard use.

Social Activities

Social activities in the Navy's recreation program must be broad and flexible and contain a variety of activities to meet the needs of shore and fleet personnel. At shore activities these programs are organized through the Navy Recreation Center. Examples of the type of activities offered are:

(a) Self-directed activities which are made available by providing facilities and equipment for individual or group use, such as billiards and table tennis, small games, musical instruments, phonographs, reading matter and stationery supplies.

(b) Directed activities which are organized, administered, and guided by trained recreation personnel. These activities include dances, parties, holiday observations, musical entertainment, sports such as table tennis, shuffleboard, billiards, checkers, chess, small games, occasional tournaments, tours, picnics, hikes, swimming parties and special interest groups.

(c) Service such as: volunteer personnel services information service and distribution of tickets to community events.

Tours

At large Naval bases where numbers of ships are homeported or frequently visited, regularly scheduled tours are arranged by the fleet Recreation Center. At small stations, tours are normally a part of the social recreation program and are arranged through the Special Services Director based upon the desires and interests of the personnel of that particular station.

Youth Programs

Aboard Naval Stations at which personnel with dependents are assigned, commands are encouraged to provide support for youth activity programs. These programs include sports, clubs, social activities, hobby programs and special interest groups. Many stations provide a Dependents Activity Center which serves as a central facility of both dependent adult and youth activity programs.

continued on page 12

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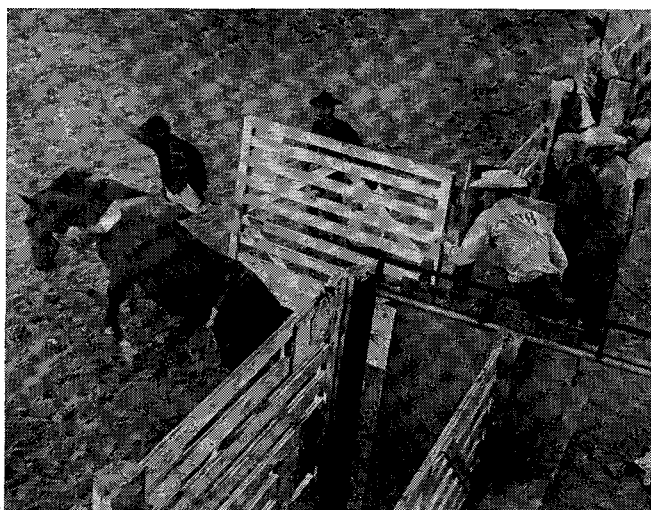


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continued from page 11

Camping and Picnicking

Camping and picnicking are some of the many self-directed recreation activities offered by Naval shore installations. Most shore installations have picnicking areas which are available to both groups and individuals. These areas contain barbeque pits, tables and benches, children's play areas, dance areas, softball fields, basketball and volleyball courts, ping-pong tables and rest-room facilities. Athletic equipment is usually available on a checkout basis. Most areas contain a branch store operated by the Navy Exchange which provides ice cream, sandwiches, candies, soft drinks, beer, charcoal and miscellaneous picnic supplies. Many installations are also developing family type campgrounds as space permits. Campers, tents, trailers and items for camping and fishing are available for checkout through Special Services at most shore stations.



As if seamen don't get buffeted around enough during fleet maneuvers on the open ocean, here sailors take their lumps bronc riding in a Special Services rodeo in Rota, Spain. "Sea legs" don't help much here.

Special Interest Groups

Most special interest groups located on Naval installations are organized as clubs and fall within the scope of the Special Services program. Examples of some of these are: Rod and Gun Clubs, Camera Clubs, Ham Radio Clubs, Stamp Clubs, Musical Groups, Skeet and Trap Clubs, Glee Clubs, and numerous small crafts, hobbies and exhibits. These clubs are usually furnished a meeting place and receive limited support from the Recreation Fund.

Casual Activities

Shore stations and most ships have space and facilities for casual type activities. These include writing tables, TV rooms, libraries, reading rooms and game rooms for cards, checkers, chess, etc. At large shore stations these type facilities are often included in the Fleet Recreation Center or the Navy Recreation Center.

The leisure time activities of its personnel is important to the Navy. We believe that a diversified, wholesome and appealing Recreation Program offered by Special Services is a prime factor in producing and maintaining a high state of morale among our fine personnel and their families. The contribution made by Special Services enables us to say proudly — The Navy takes care of its own. ■■

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SAN JERONIMO HILTON, San Juan's newest resort hotel, on the tip of a peninsula. Festive nightclubs and restaurants. Two swimming pools.

DORADO HILTON, Puerto Rico. 256-acre beach-front estate with 18-hole championship golf course, swimming pool and tennis.

MAYAGUEZ HILTON, Mayaguez, Puerto Rico. In the new West Coast tourist area. Swimming pool, tennis, 18-hole putting green.

VIRGIN ISLE HILTON, St. Thomas, V. I. Hillside paradise viewing the island and sea. Swimming pool, tennis courts, duty-free shops.

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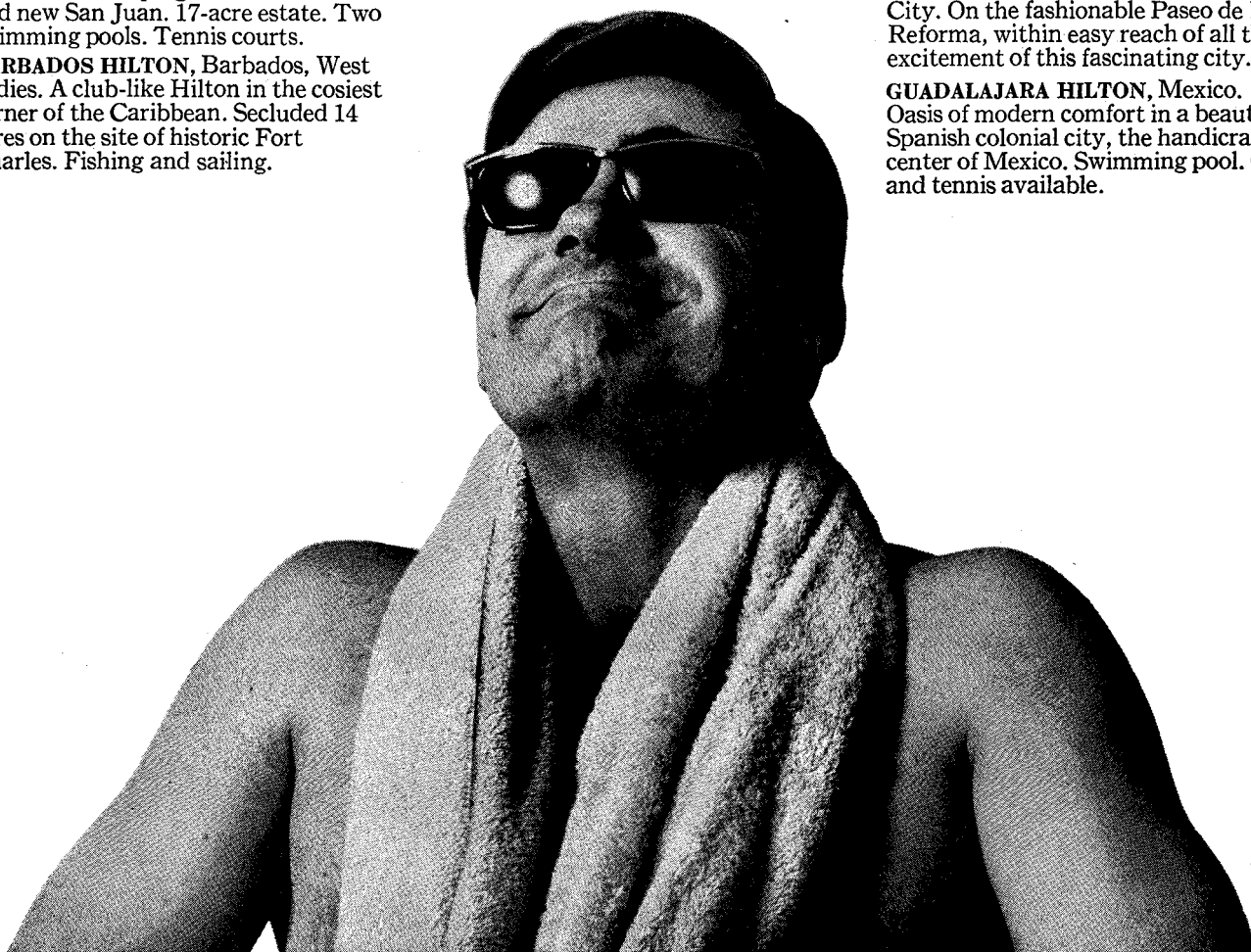
CURACAO HILTON, Curacao. On the beach overlooking Piscadera Bay. 18th-century Fort Piscadera right on the grounds. Casino, swimming pool, tennis courts, fishing, duty-free shopping.

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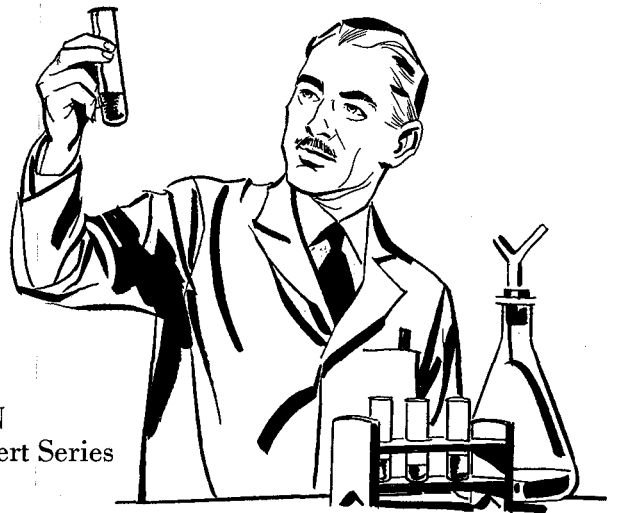
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Serious Music in the Lab

Brookhaven National Laboratory
fashions a concert series
for its music-loving scientists

by BARBARA MICHELSEN
Chairman, Brookhaven Concert Series



The audience sits in rapt attention as the members of the Early Music Quartet perform during their appearance at the Brookhaven National Laboratory. Many of the employees are serious-music lovers.



The Brookhaven Concert Series was organized to meet the needs of a scientific community which thought itself culturally isolated in the middle of Long Island. The Brookhaven National Laboratory began operations in 1947 at Upton, N.Y., and the first Concert Series was arranged for the 1949-1950 season.

The Julliard String Quartet will open the 17th season next year, returning to the Laboratory for the sixth time since the inception of the Concert Series. Paul Doktor, the violist, will also make a return appearance next season. Jean-Pierre Rampal and Robert Veyron-Lacroix, the flute and keyboard duo have given several very successful concerts at the Laboratory over the past few years. The cellist, Janos Starker, has performed superbly at the Laboratory.

Among top performers in the early years were pianists William Kappell, Mieczyslaw Horszowski, Charles Rosen,

and Yaltah Menuhin. Albert Fuller and Fernando Valenti have given harpsichord recitals. Mr. Fuller gave two informal concerts in which he included an explanation of the history and construction of the harpsichord as well as the background of composition for the instrument. Mr. Fuller was very well received by a particularly enthusiastic audience.

The singers, Ann Ayars and Leontyne Price have appeared at the Laboratory and Joy Kim will appear next season. The Trio Flauto Dolce, and Alfred Deller Trio, the Early Music Quartet, and the Renaissance Quartet are groups which have presented Renaissance music with authentic instruments, sackbuts, lutes, recorders, viols, and crumhorns. This selected list of performers by no means represents the entire scope of the Concert Series, but indicates the quality that has been attained.

Support From The Recreation Association

Through the years, string quartets have attracted the most attention while solo vocalists have attracted the least. Attendance for each performance has ranged from about 150 to 200, and has not grown with the Laboratory. Season subscriptions have remained at about 120 for the past few years. The first year of the series, a surplus of several hundred dollars was divided equally among the performing artists. Unfortunately, there has been no surplus since then because of the increase in artists fees. During the first years, the cost of the season ticket was \$5.00 for five concerts. For the past several years, the cost of the season ticket has risen to \$10.00, but the number of concerts has increased to six. The series is now heavily subsidised with funds from the administration and the recreation association (Brookhaven Employees Recreation Association). This subsidy, which now covers about one half the total costs helps to keep the cost of the tickets well within the means of the Laboratory employee and helps to free him from the need to travel to the city to hear good music first-hand.

The Concert Series has changed its location several times over the years since its beginning but it is hoped that it will

at last have found a permanent home when the new lecture hall is finished. It is also anticipated that the budget will be able to provide funds for a new piano thus eliminating the cost of rental each time a piano is required.

The Concert Series, as well as the many other recreational and cultural activities for the employees at the Laboratory, is administered by a committee of interested employees with counsel and guidance coming from the Employees Recreation Association and our Recreation Supervisor, George Sabine. The Concert Committee is composed of scientific personnel from several departments within the Laboratory, (Physics, Medical, Biology, Nuclear Engineering, etc.). Organization is in the hands of the Chairman of the Committee and is usually rather informal because the rapport within the Committee is extremely good.

Season's Planning Begins Early

The typical committee year begins in mid-winter when plans for the next season are discussed. Agents are contacted to learn of the availability of various artists, and the proposed budget is drawn up. When the budget has been approved, further plans are made at one or two additional meetings in which publicity, programs and similar details are assigned and arranged. By the end of the summer, as the season approaches, publicity appears in the Laboratory paper, ticket sellers for the Series are contacted in each department, and "We're ready to go!" At each concert, members of the committee arrange to meet the artists, perhaps to join them in dinner at the Brookhaven Center, to sell tickets for the particular concert, and to be ready to see that things run smoothly.

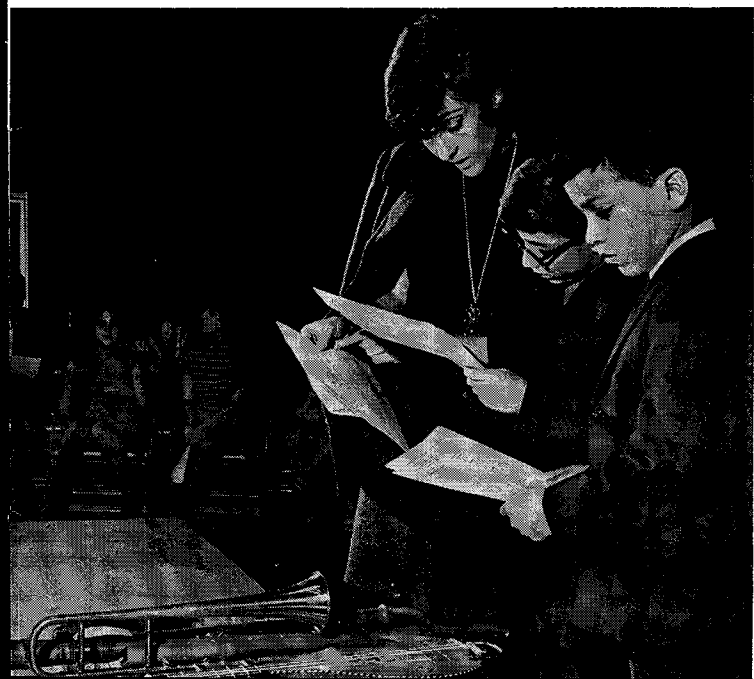
Of course, things do not always go exactly as planned. Usually the artists drive to the Laboratory from Manhattan, and many times the question, "Will they get here on time?", nearly causes panic when the audience begins to enter the auditorium before the performers have arrived. After the Concerts, the artists usually stay to have refreshments with the audience. The atmosphere is genial and cordial and in many cases provides a stimulating interchange between the arts and sciences. In one instance, a well-known physicist, who is also an excellent musician, was backstage with the Juillard Quartet when the violinist offered to let him try his instrument. As the physicist started to play a movement of a Beethoven Quartet, the other members of the Quartet joined in from memory — a moving experience for all those present!

Well Worth The Effort

Brookhaven is very fortunate in that its Concert Series is nearly twenty years old and has been well established. There might be hesitation to launch such a comprehensive program today. This is based on many considerations. A general feeling is that we are too close to Manhattan to be able to compete with musical activities in the city, especially with the rising costs of our series. However, a point to be considered is the fact that we have achieved excellent rapport with several agents who are familiar with our budget situation and can offer us "package deals" where some artists may be very well-known, and others, "rising young stars" on international tour, that have not yet become popular in this country. It would not be an insurmountable feat for an enthusiastic group with adequate support to go about organizing a similar program today. For the benefits derived from such a program, it should definitely be encouraged.



Above: Two members of the Brookhaven staff discuss the finer points of the Early Music concert with performer Willard Cobb, left. Below: A Brookhaven employee and her two children pause before the concert to get a close-up view of the rare and valuable instruments played by the Early Music Quartet.



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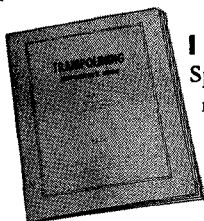


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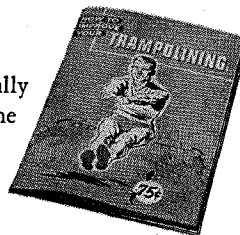


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Olin Mathieson, McDonnell Douglas Capture Titles At National Industrial Skeet Tourney

Rain didn't hinder Olin Mathieson's team #2 in its bid for the Class A title at the 4th Annual National Industrial Skeet Shoot, held Sunday October 13 at the Winchester-Bridgeton Gun Club on the outskirts of St. Louis. The sharp-shooting group from East Alton, Ill. posted an impressive handicap score of 243 clay birds out of a possible 250 to edge out by one bird the Winchester Arms Co. team from New Haven, Conn. This gives teams from Olin-East Alton the 1968 National Industrial Titles for both Trap and Skeet. (See the October issue for the trap tournament story.)

In Class B, McDonnell Douglas Co.'s teams #1 and #2 from St. Louis were tied at the end of the regulation shooting with handicap scores of 137. McDonnell Douglas #2 won the ensuing shoot-off.

High gun for the day was Gerald LeFrancois of the Winchester Arms Co., New Haven, Conn. The runner-up for high gun honors was Don Gilkinson of Olin-East Alton.

As the over-all high team in the tournament, Olin Mathieson #2 will take part in a duck and pheasant hunt at Nilo Farms in Southern Illinois.

The skeet tournament was co-sponsored again this year by NIRA and the St. Louis Industrial Recreation Council. Rick Hafron, McDonnell Douglas' assistant recreation director did a fine job as tournament chairman.

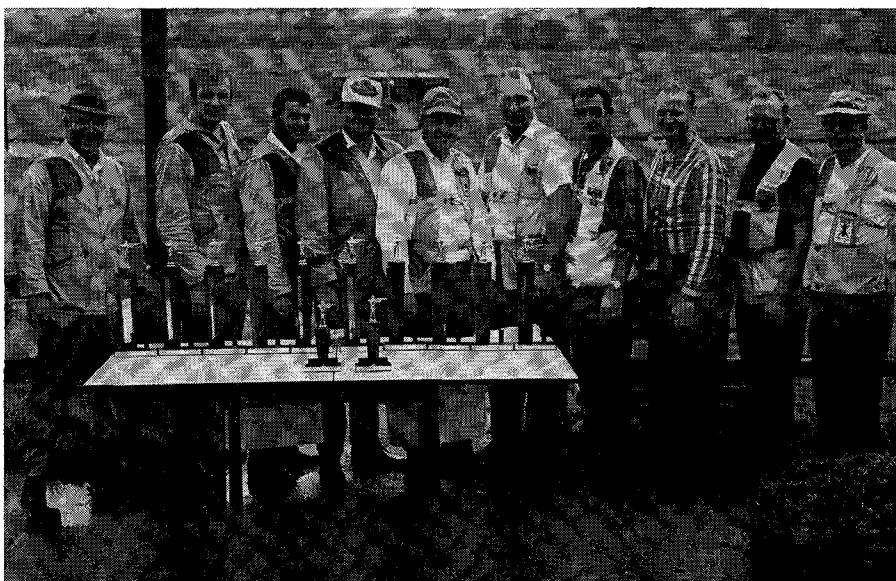
The order of finish in each class:

Class A

| | |
|--|-----|
| Olin Mathieson #2, East Alton, Ill. | 243 |
| Winchester Arms Co., New Haven, Conn. | 242 |
| Olin Mathieson #3, East Alton, Ill. | 241 |
| Olin Mathieson #1, East Alton, Ill. | 240 |
| Olin Mathieson #4, East Alton, Ill. | 236 |

Class B

| | |
|--|-----|
| McDonnell Douglas #2, St. Louis | 237 |
| McDonnell Douglas #1, St. Louis | 237 |
| Allison Div. GMC #1, Indianapolis, Ind. | 232 |
| Allison Div. GMC #2, Indianapolis, Ind. | 226 |
| Brown Shoe Company, St. Louis | 222 |
| Combustion Engineering Co., St. Louis | 216 |
| Olin Mathieson #5, East Alton, Ill. | 212 |



Team winners at the 4th Annual National Industrial Skeet Tournament line up with their trophies. The Class A champs, Olin Mathieson #2 of St. Louis (first five on left), posted a handicap score of 243 out of a possible 250. The Class B champs, McDonnell Douglas #2 (the five on the right), also of St. Louis, needed a shoot-off victory to win their title.



Gerald LeFrancois (second from right) of Winchester Arms, New Haven, Conn., took high gun honors in the tournament. Don Gilkinson (second from left) of Olin Mathieson, East Alton, Ill., was the runner-up. At the left is tournament chairman Rick Hafron of McDonnell Douglas. On the right is Mary Flora, manager of the Winchester-Bridgeton Gun Club, site of the shoot.

Exhibit Hall Sold Out For Western Conference

A record 19 exhibitors will occupy 24 booths in the exhibit hall at NIRA's 20th Annual Western Conference, which will be held at the Leamington Hotel in Oakland, Calif., February 28 through March 2, 1969.

The newest in products and services of interest to industrial recreation administrators will be on display in the exhibit hall throughout the Conference.

The Conference itself will consist of six intensive sessions devoted to the intricacies of administering an industrial recreation program.

During the course of the Conference, the Oakland Industrial Recreation Assn., which is co-hosting the affair along with the Richmond (Calif.) IRA, will be celebrating its 50th Anniversary. This milestone will be officially recognized at a Welcome Reception on the opening evening of the Conference.

On Friday morning, Feb. 28th, a special golf tournament will be held for the delegates. Then on Saturday evening, March 1st, there will be a special excursion for NIRA delegates

to San Francisco's Chinatown to witness the world-renowned Chinese New Year Parade and help usher in "The Year of the Chicken."

A list of the companies who will have exhibit booths at NIRA's 1969 Western Conference follows:

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Hilton International

Ice Capades, Inc.

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*King Louie International
MacGregor Corp.*

Miracle Equipment Co.

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Donald O. Shaw Co.

Simmons Group Journeys

Torrey Pines Inn

Trans International Airlines

Universal Athletic Sales Co.

Western Cinema Guild

World Airways

World Wide Games

Scovill Hosts Region I Workshop At Waterbury

A one-day workshop for the members of NIRA's Region I was held Friday, October 4th at the Scovill Manufacturing Co. in Waterbury, Conn.

A total of 41 people attended the meeting which was hosted by Scovill's Director of Recreation Fred Wilson. Wilson welcomed those in attendance and gave a thumb-nail sketch of his company's Helms Award-winning activities program and facilities. He then introduced John Helies, Scovill's Executive Vice President, and John

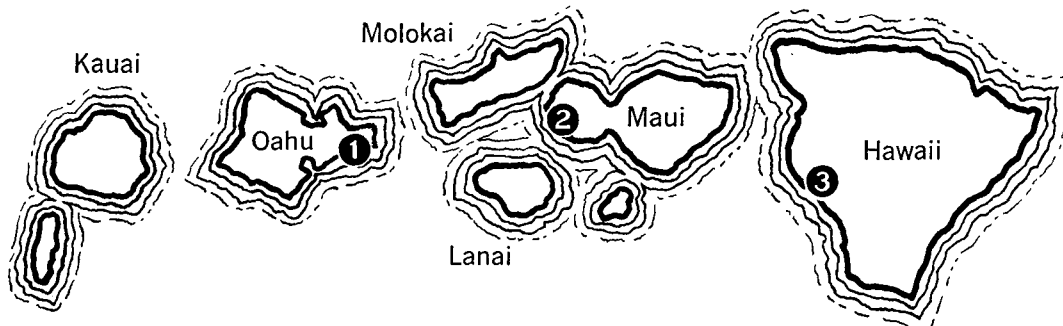
Moore, V.P. in charge of Employee and Industrial Relations. These gentlemen gave top management's view of the importance of industrial recreation.

The rest of the morning was devoted to a discussion of physical fitness directed by Frank Barnes of Xerox Corp.

Lunch was served at Scovill's beautiful Woodtick Employee Park, after which the workshop members were guided on a tour of the extensive recreation facilities.

In the afternoon the formal part of the meeting was resumed with a presentation on insurance for employee

continued on next page



HILTON HAWAII CONVENTION GUIDE

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Among the industrial recreation ad-
ministrators in attendance at the re-
cent Region I Workshop held at the
Scovill Mfg. Co. in Waterbury, Conn.,
were these four members of NIRA's
board of directors: (From left) Ted
Scandurra, The Equitable Life Assur-
ance Society, New York City; Art
Brauer, Raybestos-Manhattan, Inc.,
Bridgeport, Conn.; Mary Kennelly,
American Telephone & Telegraph Co.,
New York City; and Frank Barnes,
Xerox Corp., Rochester, N.Y. Welcom-
ing the group was John Helies (right),
Scovill's Executive Vice President.



continued from page 19

recreation programs by Ted Scandurra
of The Equitable Life Assurance Co.
and a look ahead to the '70s for recre-
ation administrators by Mary Kennelly
of American Telephone & Telegraph
Co. The very successful workshop
ended with a fine dinner that evening.

Elsewhere around the country, the
other NIRA Regions are active in get-
ting together and exchanging ideas. On
Wednesday, Oct. 16, during the Park
& Recreation Congress in Seattle, the
Boeing Co. hosted a luncheon for over
twenty recreation directors of com-
panys in the Pacific Northwest area.
Guests of honor included NIRA Presi-
dent Ken Kellough, Gordon Starr, the
association's Research Director, and its
Executive Director, Don Neer.

Canada's Region VIII held a meet-
ing on Friday, October 25th at the
Park Plaza Hotel in Toronto. The main
speaker was John Munro, Canada's
Minister of Health and Welfare. A de-
tailed report of this meeting will ap-
pear in next month's issue.

Region IV will hold a meeting on
Nov. 12-13 at Greensboro, N.C.

Colleges Report Gains In Physical Education

The third National Collegiate Ath-
letic Association report in a 10-year
study discloses a \$2.25 billion com-
mitment by NCAA member institu-
tions to sports, physical education and
recreation activities.

The report, covering the 1966-67
academic year, shows that the physical

plants and facilities currently are val-
ued at two billion, fifty million dol-
lars, with more than four million par-
ticipants utilizing the facilities during
1966-67.

The report reveals that 453 institu-
tions require physical education for
men, with 124, or 21.5 percent, hav-
ing no requirement. During the 1961-
62 college year, only 404 institutions
required physical education for men,
with 132, or 24.6 percent, having no
requirement.

A total of 527,302 men and 409,860
women participated in the 1966-67
required programs.

Swimming was listed as the most
popular activity by both men and
women, based upon the number of
participants.

NIRA's Don Neer Re-elected To Federation Presidency

Don L. Neer,
Executive Director
of the National
Industrial Recrea-
tion Association,
was re-elected to a
fourth term as
president of the
Federation of Na-
tional Organizations for Recreation at
their annual meeting October 14th in
Seattle.



Don Neer

Julian Smith, Dept. of Conservation,
Michigan State University is the new
Vice President and Jackson M. Ander-

son, Chairman of the Dept. of Parks and Recreation at the University of Minnesota, will again serve as Secretary-Treasurer.

The Federation is comprised of the executive director and another representative from each of the nation's leading recreation organizations, including:

American Assn. For Health, Physical Education and Recreation

American Camping Assn.

Assn. of College Unions-International

National Assn. of Social Workers

National Industrial Recreation Association.

The Athletic Institute

National Recreation and Park Assn.

National Rifle Assn.

Society of State Directors of Health, Physical Education and Recreation

Sports Foundation, Inc.

Current principal projects of the Federation are: The accreditation of Recreation Curricula in U.S. colleges and universities, and liaison between professional recreation administrators and commercial recreation operators throughout the nation.

AROUND THE CIRCUIT

P. J. McCarthy has been named Director of Recreation for the Chicago Park District. McCarthy, who has held the post of Assistant Director for ten years, is an active member of NIRA and has served on its board of directors.

Former NIRA President Oskar Frowein, now with the Deer Park Schools in Long Island, and Gus Albert of Gus Albert Associates both recently were presented with lifetime membership plaques by the Long Island Industrial Recreation Association for their outstanding work and contributions to that organization.

The varsity golf and tennis teams of Grumman Aircraft Engineering Corp., Bethpage, L.I., N.Y., had it all their way this summer as they won the Long Island Industrial Championships in their sports. This was the sixth straight title for the Grumman tennis team, the fifth straight for the golf team.

Thousands of employees and their families recently flocked to a week-end open house staged by the Lockheed Employees Recreation Club of

Burbank, Calif. Thirty-two clubs and special interest groups presented a variety of displays. One of the most spectacular was a hill of artificial snow on which members of the ski club performed.

The champion trap shooter of the Kohler Co., Kohler, Wis., is a gal. Audrey Karsteadt showed the boys how it's done by blasting 233 clay birds out of a possible 250 over the course of the season for 23.3 bird average.

National Golf Foundation Executive Director Bill Pack reports that, by the end of the year, over 9,600 golf facilities will be serving the rapidly increasing ranks of golfers in the United States. This figure includes more than 300 new facilities scheduled to be completed before 1969.

The 10th Annual ABC Senior Tournament will return to Milwaukee next year, with entry reservations now available to all men 55 years of age and over. Red Carpet lanes will be the site of the five week-end event starting April 19-20, 1969.

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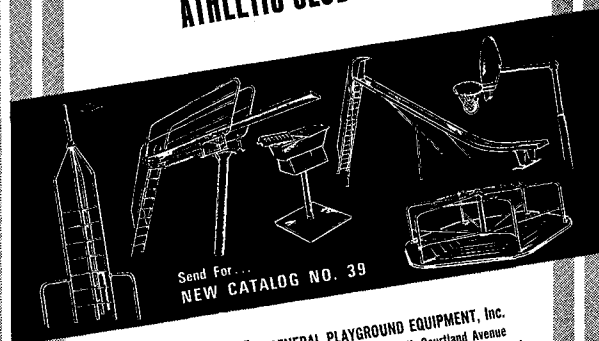
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Young municipal recreation director with four years of administrative experience seeks position as director of an industrial recreation program. Broad background in sports. B.S. in Recreation Administration from U. of Indiana. Married, one child. Salary \$10,000 plus. Available January 1969.
Box #184—RECREATION MANAGEMENT

Young woman, 24, recently graduated from Wisconsin State University with a B.S. in Recreation, seeks position as assistant administrator in industrial recreation program. Single. Salary \$6,000.
Box #183—RECREATION MANAGEMENT

Man with extensive background of administering armed service recreation programs and coaching seeks position as recreation director. B.S. in Psychology from William and Mary. Familiar with all phases of recreation. Age 35. Single. Salary \$10,000. Available Sept. 1968.
Box #182—RECREATION MANAGEMENT

Young man, 28, with B.A. degree from the U. of Nevada and field experience seeks administrative position in industrial recreation. Single. Salary \$10,000.
Box #181—RECREATION MANAGEMENT

Municipal recreation director with five years' experience seeks position as recreation director in industry. B.A. degree from U. of Toledo. Age 31. Single. Salary \$9,000.
Box #180—RECREATION MANAGEMENT

Young man, 23, with B.S. in Recreation from U. of Wyoming seeks administrative or supervisory position in recreation program. Some prior experience. Married, 1 child. Salary open.
Box #179—RECREATION MANAGEMENT

Young man, 28, with B.S. in Physical Education from California State College seeks position in industrial recreation. Single. Salary commensurate with position.
Box #178—RECREATION MANAGEMENT

Young man, 26, with B.S. in Education from Kansas State College at Pittsburg seeks position as recreation administrator. Married. Salary, \$7,500.
Box #177—RECREATION MANAGEMENT

Young man, 24, with B.S. in Recreation from the University of Wyoming seeks position as recreation director. Married, one child. Salary, \$7,000.
Box #176—RECREATION MANAGEMENT

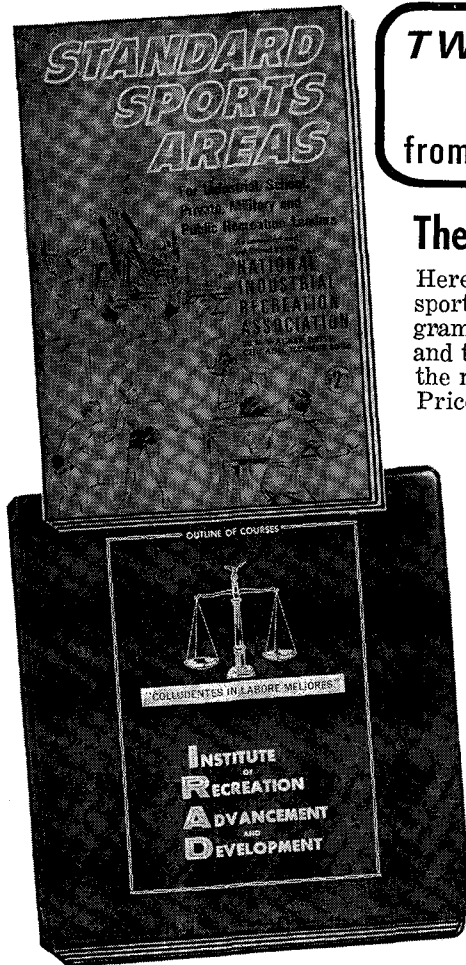
Young man, 27, with B.S. in Health & Phys. Ed. from Murray State U. (Ky.) seeks position as recreation supervisor in industrial or community program. Married, one child. Salary open.
Box #175—RECREATION MANAGEMENT

Young man, 23, who graduated from Texas Tech this June with a Master's degree in Physical Education seeks position as director or assistant of employee recreation program. Married, one child. Salary, open.
Box #174—RECREATION MANAGEMENT

Young man, 23, with a B.S. in Recreation from Oregon State U., seeks an administrative or supervisory position in program planning and operation of employee recreation. Community recreation experience. Married. Salary, \$6,500.
Box #173—RECREATION MANAGEMENT

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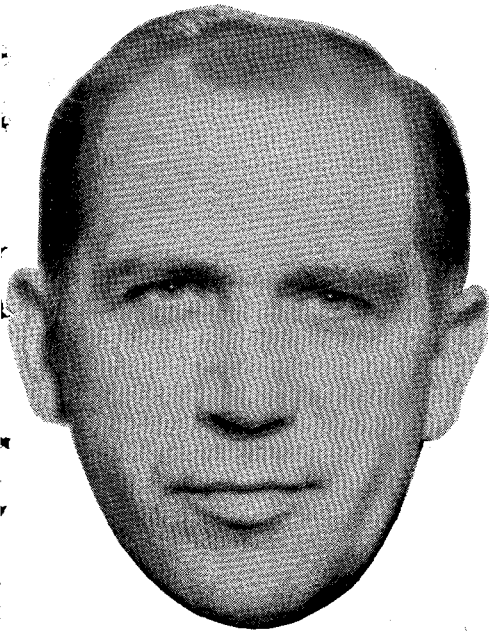
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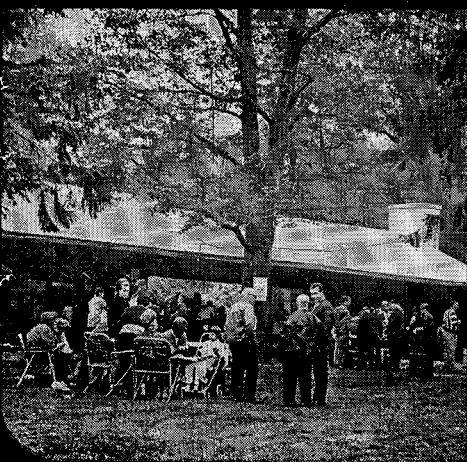
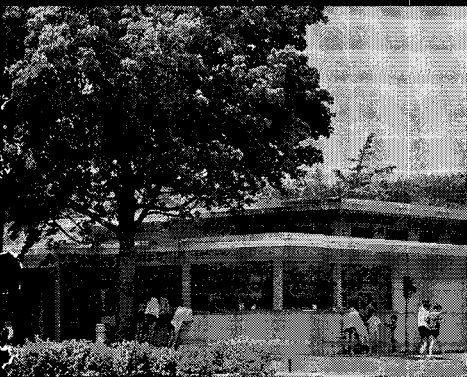
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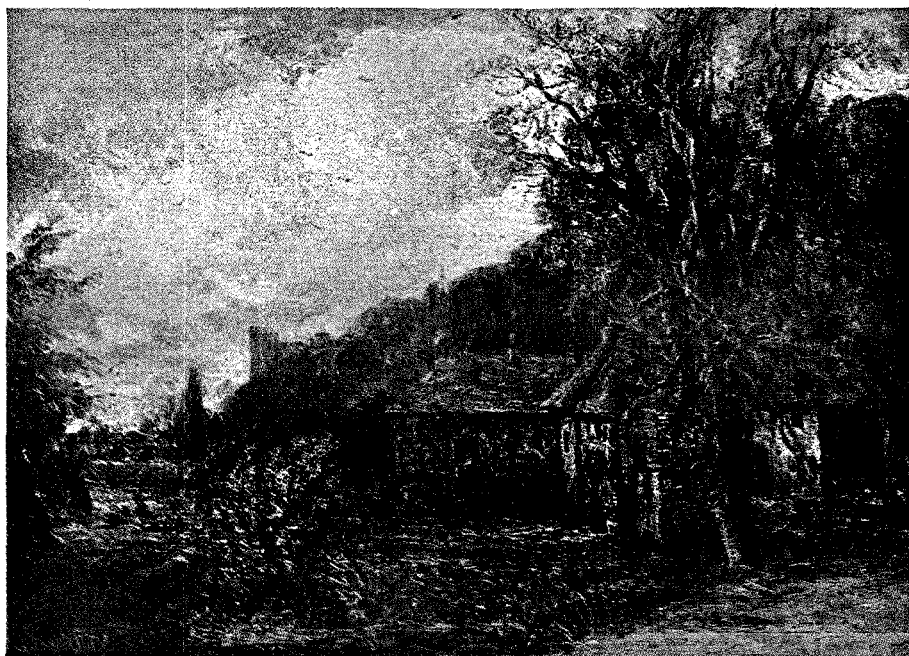
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DECEMBER, 1968

Volume 11, Number 10

Scovill Mfg. Co.'s Employee Activity Program, winner of the 1968 Helms Industrial Recreation Award, is spotlighted this month in an article beginning on page 20. Cover Design by Leo Rotelli.



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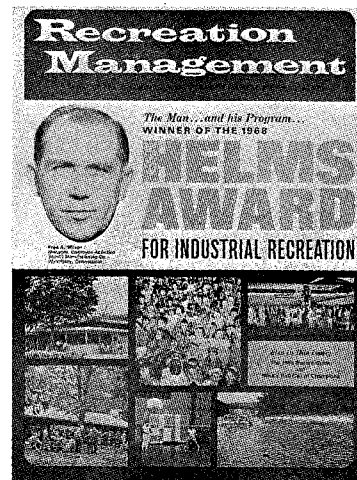
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125 FLAME TEMPERED—GENUINE *Autographed* LOUISVILLE SLUGGER.

With burned branding, the same as the bats used by many prominent major league stars. Turned from choice, open-air-seasoned White Ash timber. Same autographs as 125 above.....Each \$5.40

ONLY ONE TYPE OF PACKING AVAILABLE: All bats of one length of your choice (33", 34", or 35") in not less than six models of our selection per carton.

STANDARD PACKING: 12 BATS TO CARTON. SHIPPING WT. 26 POUNDS

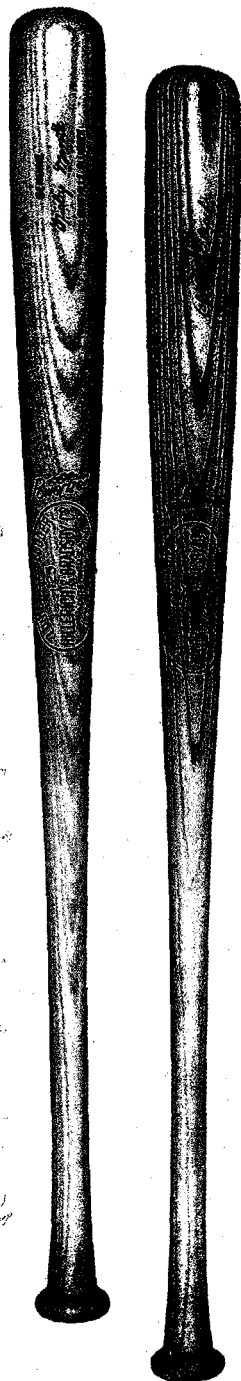
125S FLAME TEMPERED—SPECIAL *Autographed* LOUISVILLE SLUGGER.

(Not illustrated) With burned branding, the same as the bats used by many prominent major league stars. Furnished in the models of today's greatest hitters except turned to slightly smaller specifications. Choice, open-air-seasoned White Ash. Same autographs as 125S above.....Each \$5.40

ONLY ONE TYPE OF PACKING AVAILABLE: All bats of one length of your choice (32", 33", or 34") in not less than six models of our selection per carton.

STANDARD PACKING: 12 BATS TO CARTON. SHIPPING WT. 25 POUNDS

HILLERICH & BRADSBY CO., P. O. Box 506, Louisville, Ky. 40201



"KNOW KNOB" MARKINGS

All Nos. 125, 125 Flame Tempered, 125S, 125S Flame Tempered are marked on the face of the knob with initials of autographing player and length, such as MM-4 is Mickey Mantle autographed bat, 34" long. MMS-4 is Mickey Mantle special autographed bat, 34" long.



LOUISVILLE SLUGGER
BATS
HILLERICH & BRADSHAW
LOUISVILLE, KY

LOUISVILLE
and H&B

Baseball

250. LOUISVILLE SEMISIG. OFFICIAL — LIME-TONED NATURAL FINISH — FLAME TEMPERED. Turned from select Northern White Ash timber. Patterned after original models of famous sluggers whose names in Semisignature style they bear. Each \$4.50

TWO TYPES OF PACKING:

Assorted lengths and models. Comprised of not less than six models of our selection in the standard length assortment (4/33", 5/34", 3/35") per carton.

Single length in assorted models. All bats of one length of your choice (32", 33", 34", or 35") in not less than six models of our selection per carton of one dozen bats. Shipping wt. 25 pounds.

250S. LOUISVILLE SEMISIG. SPECIAL OFFICIAL — (Not Illustrated) LIME-TONED NATURAL FINISH — FLAME TEMPERED. Turned from select Northern White Ash. Patterned after original models of the players whose names in Semisignature style they bear, but turned to slightly smaller specifications for High School, Prep School, Babe Ruth League, P-O-N-Y Baseball and other teen-age players. Each \$4.50

TWO TYPES OF PACKING:

Assorted lengths and models. Comprised of not less than six models of our selection in the standard length assortment (4/32", 5/33", 3/34") per carton.

Single length in assorted models. All bats of one length of your choice (31", 32", 33", or 34") in not less than six models of our selection per carton of one dozen bats. Shipping wt. 24 pounds.

175. LOUISVILLE GRAND SLAM — NEW NATURAL FINISH. Turned from high quality air-seasoned Northern White Ash. Patterned after the original models of famous sluggers whose names they bear. Each \$4.00

TWO TYPES OF PACKING:

Assorted lengths and models. Comprised of not less than six models of our selection in the standard length assortment (4/33", 5/34", 3/35") per carton.

Single length in assorted models. All bats of one length of your choice (32", 33", 34", or 35") in not less than six models of our selection per carton of one dozen bats. Shipping wt. 26 pounds.

175S. LOUISVILLE SPECIAL — (Not Illustrated) NEW NATURAL FINISH. Turned from high quality air-seasoned Northern White Ash. Patterned after the original models of famous sluggers whose names they bear, but turned to slightly smaller dimensions for the particular use of High School, Prep School, Babe Ruth League, P-O-N-Y Baseball and other teen-age players. Each \$4.00

TWO TYPES OF PACKING:

Assorted lengths and models. Comprised of not less than six models of our selection in the standard length assortment (4/32", 5/33", 3/34") per carton.

Single length in assorted models. All bats of one length of your choice (31", 32", 33", or 34") in not less than six models of our selection per carton. Shipping wt. 24 pounds.

140S. SPECIAL POWER DRIVE NATURAL WHITE FINISH. Turned from fine Northern White Ash. Patterned after the original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for High School, Prep School, Babe Ruth League, P-O-N-Y Baseball and other teen-age players. Each \$3.60

ONLY ONE TYPE OF PACKING AVAILABLE. Six models of our selection in assorted lengths ranging from 32" to 34" per carton of one dozen. Shipping wt. 24 pounds.

LENGTH MARKINGS Nos. 250, 250S, 175, 175S, 140S have lengths stamped on knob end such as 4 for 33", etc.

14W. BABE HIT NATURAL WHITE FINISH. Ash timber of good quality. Famous player model identified on barrel. Each \$3.10

ONLY ONE TYPE OF PACKING AVAILABLE. Six models of our selection in lengths ranging from 33" to 35" per carton of one dozen. Shipping wt. 26 pounds.

11B. BIG LEAGUER EBONY FINISH. With white tape grip. Famous player model identified on barrel. Each \$2.70

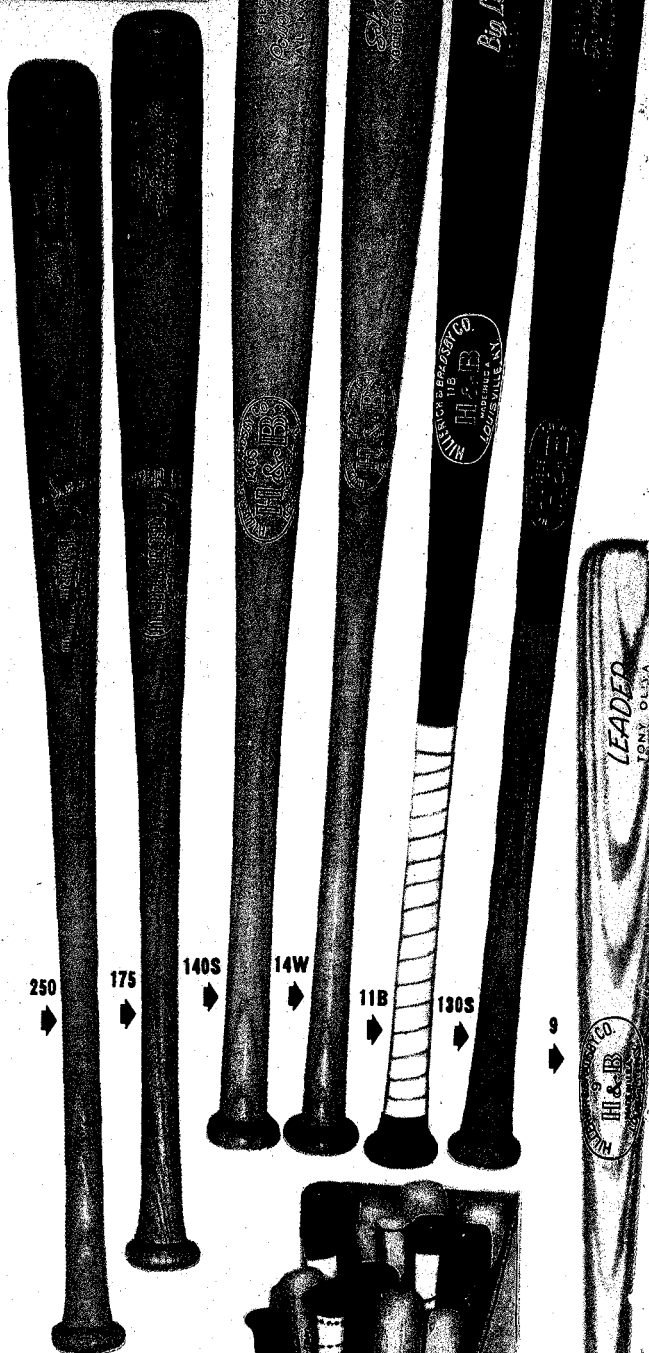
ONLY ONE TYPE OF PACKING AVAILABLE. Six models of our selection in lengths ranging from 33" to 35" per carton of one dozen. Shipping wt. 26 pounds.

130S. SPECIAL SAFE HIT. Ash bat finished in NEW BROWN FINISH with dark natural handle. Patterned after the original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for High School, Prep School, Babe Ruth League, P-O-N-Y Baseball and other teen-age players. Each \$2.70

ONLY ONE TYPE OF PACKING AVAILABLE. Six models of our selection in assorted lengths ranging from 32" to 34" per carton of one dozen. Shipping wt. 24 pounds.

9. LEADER. Natural finish. Famous player model identified on barrel. Each \$2.20

ONLY ONE TYPE OF PACKING AVAILABLE. Assorted models in lengths ranging from 32" to 35" per carton of one dozen. Shipping wt. 26 pounds.



BASEBALL
●
LITTLE
LEAGUE
●
SOFTBALL



2 LOUISVILLE BAT ASSORTMENTS

Each has 18 Bats shipped with a hard hitting FLOOR DISPLAY CARTON

NO. 500 BAT ASSORTMENT

6 BASEBALL BATS — 1 each, 12S Flame Tempered, 12SS Flame Tempered, 175S, 140S, 130S, 9
4 SOFTBALL BATS — 1 each, 75FT, 54, 52H, 50
8 LITTLE LEAGUE BATS — 2 each, 12S, 11B, 12, 1 each, 125LL, 125J, 225LL, JL
Shipping wt. 34 lbs. \$47.00

NO. 25 BAT ASSORTMENT

4 BASEBALL BATS — 1 each, 14W, 11B, 130S, 9
2 SOFTBALL BATS — 1 each, 75FT, 54, 52H, 50
10 LITTLE LEAGUE BATS — 2 each, 125LL, 225LL, JL, 12, 125J
Shipping wt. 34 lbs. \$45.50

JUNIOR Bats

Little League

LOUISVILLE SLUGGER
BATS
HILLERICH & BRADSBY CO.
LOUISVILLE, KY

Softball

LOUISVILLE SLUGGER
BATS
HILLERICH & BRADSBY CO.
LOUISVILLE, KY



125LLG GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — GLASGRIP. Approved Little League size. Bats in each carton of one dozen are natural white finish. Attractive Glasgrip handle. Autographs of Henry Aaron, Al Kaline, Mickey Mantle, Tim McCarver, Frank Robinson, and Carl Yastrzemski. Packed solid length only (28", 29", 30", 31" and 32") with assorted models. Each \$4.60

STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 22 LBS.



125LL GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Approved Little League size. Bats in each carton of one dozen are natural white finish. Autographs of Henry Aaron, Al Kaline, Mickey Mantle, Tim McCarver, Frank Robinson and Carl Yastrzemski. Each \$4.30

2 TYPES OF PACKING ARE OFFERED: Assorted lengths and autographs: Comprised of no fewer than the six different autographs listed above, in our standard length assortment (2/28", 4/29", 4/30" and 2/31") per carton.

Single length in assorted autographs: All bats of one length of your choice (27", 28", 29", 30", 31", 32" or 33") in not fewer than the six autographs listed above per carton.

STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS



125LL FLAME TEMPERED — GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Same as the No. 125LL described above except that it has the FLAME TEMPERED finish (instead of the natural finish). Autographs of Roberto Clemente, Rocky Colavito, Mickey Mantle, Roger Maris, Tony Oliva and Pete Rose. Packed solid length only (27", 28", 29", 30", 31" and 32") with assorted models. Each \$4.30

STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS



125BB GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Approved Little League size. New brown barrel, dark natural handle finish. Autographs of Orlando Cepeda, Willie Horton, Mickey Mantle, Brooks Robinson, Pete Rose and Joe Torre. Each \$3.60

ONLY ONE TYPE OF PACKING AVAILABLE: Single length in assorted autographs: All bats of one length of your choice

(28", 29", 30", 31" or 32") in not fewer than the six autographs listed above per carton.

STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS



125J GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Approved Little League size. Natural white finish. Autographs of Roberto Clemente, Al Kaline, Tim McCarver, Mickey Mantle, Tony Oliva and Frank Robinson. Each \$3.30

2 TYPES OF PACKING ARE OFFERED: Assorted lengths and autographs: Comprised of no fewer than the six different autographs listed above, in our standard length assortment (2/28", 4/29", 4/30" and 2/31") per carton.

Single length in assorted autographs: All bats of one length of your choice (27", 28", 29", 30", 31" or 32") in not fewer than the six autographs listed above per carton.

STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS



125LL LITTLE LEAGUE "LOUISVILLE" LIME-TONED NATURAL FINISH — FLAME TEMPERED. Approved Little League size. Each bat bears name in "Semi-Signature" style of one of these famous sluggers: Henry Aaron, Orlando Cepeda, Al Kaline, Mickey Mantle, Tim McCarver and Brooks Robinson. Each \$2.90

ONLY ONE TYPE OF PACKING AVAILABLE: Solid pack 27" to 32". Single length in assorted autographs: All bats of one

length of your choice (27", 28", 29", 30", 31" or 32") in not fewer than six autographs listed above per carton.

STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS



LITTLE LEAGUE. "It's a Louisville." New brown barrel, natural handle finish. Approved Little League size. Each bat branded with name of one of these famous hitters: Mickey Mantle, Roger Maris, Tony Oliva, Pete Rose, Rusty Staub and Carl Yastrzemski. Each \$2.60

ONLY ONE TYPE OF PACKING AVAILABLE: Assorted lengths ranging from 28" to 32" with an assortment of famous hitters names.

STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS



LITTLE LEAGUE. NATURAL FINISH. Approved Little League size. Each bat branded with name of one of these famous hitters: Ernie Banks, Tony Fregosi, Ken Harrelson, Mickey Mantle, Frank Robinson and Joe Torre. Each \$2.20

ONLY ONE TYPE OF PACKING AVAILABLE: Assorted lengths ranging from 28" to 32" with an assortment of famous hitters names.

STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS

5K GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Illustration and description follows SCHOOL-RECREATION-PLAYGROUND BATS.

LENGTH MARKINGS

125LLG, 125LL, 125LL
125BB, 125J, 125LL have lengths
marked on knob end such as
28", 29", 30", 31", 32"

Bats for BABE RUTH LEAGUE—Any bat in the Louisville Slugger bat line may be used in BABE RUTH LEAGUE play. However, the "specials" (125S, 250S, 175S, 140S and 130S) are particularly suitable for players of this age group.

Bats for BRONCO • P-O-N-Y • COLT BASEBALL—Any bat in the Louisville Slugger bat line may be used in COLT LEAGUE play. For P-O-N-Y LEAGUE the following are approved: 125S, 250S, 175S, 140S, and 130S. Also, any Junior or Little League numbers may be used in P-O-N-Y LEAGUE or BRONCO LEAGUE.



125Y LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT. For the consistent hitter a small-barrelled bat with gradual taper to small grip. Gray antique finish. Finest second-growth ash and/or hickory. White tape grip. Packed one dozen to the carton, 6/33" and 6/34". Shipping wt. 24 pounds. Each \$4.10

125F LOUISVILLE SLUGGER "THE BULGER" OFFICIAL SOFTBALL BAT. A softball model of distinctive design—with long, whip-like handle that rises quickly to bulger barrel. An ideal long-ball-hitting model for batters who can hit the ball "on the button". Satin gray finish with shadow spray to highlight brand. Finest second growth White Ash. White tape grip. Packed one dozen to the carton, 6/33" and 6/34". Shipping wt. 23 pounds. Each \$4.10

125V LOUISVILLE SLUGGER "ORBIT" OFFICIAL SOFTBALL BAT. For strong hitters—a new bottle-shaped model, with a long, large barrel (2 1/4" in diameter) that tapers down abruptly to a medium handle. White Ash with natural finish. White tape grip. Packed one dozen to the carton, 4/32", 4/33" and 4/34" or solid pack all 34". Shipping wt. 25 pounds. Each \$4.10

300A LOUISVILLE SLUGGER "ATLAS" OFFICIAL "POWERIZED" SOFTBALL BAT. Ash and/or hickory timber finished in natural white. Large barrel (new maximum size—2 1/4" in diameter). White tape grip. Packed one dozen to carton, 4/32", 4/33" and 4/34". Shipping wt. 23 pounds. Each \$4.10

250GS LOUISVILLE SLUGGER "GRAND SLAMMER" OFFICIAL SOFTBALL BAT. For the power hitter who wants to put plenty of wood on the ball. Popularly described as the "Potato Masher" design. Large and very long barrel (2 1/8" in diameter) tapering abruptly to handle. Natural finish, ash. White tape grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 28 pounds. Each \$4.10

125E LOUISVILLE SLUGGER "BOMBER" OFFICIAL SOFTBALL BAT. Newly designed softball bat model for the player who wants a big bat—with long, large handle that tapers up rather quickly to large barrel. Turned from select Northern White Ash—natural finish with black foil branding. White tape grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 26 pounds. Each \$4.10

125A LOUISVILLE SLUGGER "METEOR" OFFICIAL SOFTBALL BAT—POWERIZED. Walnut brown finish with gold branding. Meets full team requirements. Ash and/or hickory. Powerized cork grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 23 pounds. Each \$4.10

300B LOUISVILLE SLUGGER "THOR" OFFICIAL "FLAME TEMPERED" SOFTBALL BAT. Turned from quality ash and/or hickory. Flame tempered finish. Large barrel (new maximum size—2 1/4" in diameter). White tape grip. Packed one dozen assorted models to carton, 4/32", 4/33" and 4/34" or solid pack all 34". Shipping wt. 24 pounds. Each \$4.10

125SP LOUISVILLE SLUGGER "SLOW-PITCH" OFFICIAL SOFTBALL BAT. A bat number especially designed for the rapidly expanding game of slow pitch softball and also for the more experienced fast pitch players preferring a bat with more heft. Turned from heavy weight hickory timber and finished in gray antique. White tape grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 30 pounds. Each \$4.10

250B LOUISVILLE SLUGGER "ROCKET" OFFICIAL SOFTBALL BAT—POWERIZED. Walnut brown finish with gold branding. Meets full team requirements. Ash and/or hickory. Powerized cork grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 22 pounds. Each \$4.10

LOUISVILLE and **H&B** OFFICIAL Softball BATS



125W LOUISVILLE SLUGGER "SPEED SWING" OFFICIAL SOFTBALL BAT — POWERIZED. Natural white finish, ash and/or hickory. White tape grip. Packed one dozen assorted models to carton, 6/33" and 6/34". Shipping wt. 22 pounds. Each \$4.10



125L LOUISVILLE SLUGGER "VENUS" OFFICIAL SOFTBALL BAT — POWERIZED. For girl players—a small-barrelled bat with a gradual taper to small grip. Natural white finish, ash. White tape grip. Packed one dozen to carton, 33" length. Shipping wt. 20 pounds. Each \$4.10



225F LOUISVILLE SLUGGER "THE BULGER" OFFICIAL SOFTBALL BAT. A model with long thin handle that builds up quickly to a short-length barrel with curved hitting surface—a long-ball-hitting weapon in the hands of the batter who can "hit 'em on the button". Lime-toned, natural finish; flame tempered barrel. White tape grip. Packed one dozen to the carton, 6/33" and 6/34". Shipping wt. 23 pounds. Each \$3.50



102 LOUISVILLE SLUGGER "SWING KING" OFFICIAL SOFTBALL BAT. Saddle brown finish. Assorted models of ash and/or hickory. White tape grip. Packed one dozen to carton 6/33" and 6/34". Shipping wt. 22 pounds. Each \$3.20



100W LOUISVILLE SLUGGER "DART" OFFICIAL SOFTBALL BAT. Natural white finish. Ash and/or hickory. White tape grip. Packed one dozen assorted models to carton, 6/33" and 6/34". Shipping wt. 23 pounds. Each \$3.20



300SP LOUISVILLE SLUGGER "MARS" OFFICIAL "SLOW-PITCH" SOFTBALL BAT. Turned from heavy weight hickory finished in ebony. White tape grip. (New maximum size—2 1/4" in diameter.) Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 30 pounds. Each \$3.20



100GS LOUISVILLE SLUGGER "GRAND SLAMMER" OFFICIAL SOFTBALL BAT. A model for the strong boys—long, large barrel with very abrupt taper to a short-length, medium-small handle—a design commonly called "the potato masher". Tan finish. Ash. White tape grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 28 pounds. Each \$3.20



75FT LOUISVILLE "FLAME TEMPERED" OFFICIAL SOFTBALL BAT. An assortment of the most widely-used softball models—with the ever-popular flame-tempered finish. Ash and/or hickory. Solid white tape grip. Each carton contains 4/32", 4/33" and 4/34". Shipping wt. 23 pounds. Each \$2.80



56 It's a Louisville "TITANIC" OFFICIAL SOFTBALL BAT. Natural finish. Ash and/or hickory. Green zapon grip. Packed one dozen assorted models to carton, 33" and 34" lengths. Shipping wt. 23 pounds. Each \$2.40



54 It's a Louisville "JET POWER" OFFICIAL SOFTBALL BAT. Brown finish. Assorted models of ash and/or hickory. Black zapon grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 22 pounds. Each \$2.40



and **H&B** Softball BATS



54L It's a Louisville "SWATTER" OFFICIAL GIRLS' MODEL. Natural white finish. Ash, blue zapon grip. Packed one dozen to carton, 33" length. Shipping wt. 18 pounds. Each \$2.40



52H "RANGER" OFFICIAL SOFTBALL BAT. Ebony finish. Ash and/or hickory. Skip white tape grip. Packed one dozen assorted models to carton, 33" and 34" lengths. Shipping wt. 23 pounds. Each \$2.10



51H "TRU-HIT" OFFICIAL SOFTBALL BAT. Light maroon finish. Ash and/or hickory. Gray zapon grip. Packed one dozen assorted models to carton, 33" and 34" lengths. Shipping wt. 23 pounds. Each \$2.00



50 "WALLOPER" OFFICIAL SOFTBALL BAT. Brown finish. Skip white tape grip. Packed one dozen assorted models to carton, 33" and 34" lengths. Shipping wt. 23 pounds. Each \$1.70

SCHOOL—RECREATION—PLAYGROUND BATS

These models were specially designed to fill the need for all-purpose bats in School, Recreation and Playground play.



RC5 LOUISVILLE SLUGGER OFFICIAL "RECREATION" BAT. Natural ash finish. Blue foil branding. White tape grip. Packed one dozen to the carton—one length to carton of any of the following: 28", 29", 30", 31" and 32". Shipping wt. 20 pounds. Each \$3.00



57 It's a Louisville "OFFICIAL SOFTBALL" BAT. Natural finish. Brown foil branding. White tape grip. Packed one dozen to carton, in solid lengths only (28", 30" and 32"). Shipping wt. 22 pounds. Each \$2.40



PL10 OFFICIAL PLAYGROUND BAT. Finished attractively in Blue with gold foil branding. White tape grip. Packed one dozen to the carton—one length to carton of any of the following: 27", 28", 29", 30", 31" and 32". Shipping wt. 20 pounds. Each \$2.10



BE H&B "CHAMPION" BAT. Light brown finish. Burned branding. Skip white tape grip. Packed one dozen to carton. Assorted lengths, 27" to 32". Shipping wt. 16 pounds. Each \$1.60



125K GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Small-size junior bat. Natural finish. Each bat contains the genuine autograph of one of these famous sluggers: Henry Aaron, Mickey Mantle, Roger Maris and Frank Robinson. Each \$1.90

ONLY ONE TYPE OF PACKING AVAILABLE: All 27" length bats to the carton in an assortment of famous slugger autographs.

STANDARD PACKING: 12 BATS TO CARTON. SHIPPING WT. 16 POUNDS

In Softball as in Baseball



One Trademark stands Supreme

Prices herein contained are suggested prices only and are not binding upon any person.

1969

LOUISVILLE *Slugger*

GOLF CLUBS

HILLERICH & BRADSBY CO., P. O. BOX 506, LOUISVILLE, KY. 40201



LOUISVILLE SLUGGER WOOD CLUBS—MEN'S

Black Finish

Model 900 (Leather Grip) • Model 900R (Rubber Grip)

Available in Nos. 1, 2, 3, 4, 5 in any combination.

HEAD — Genuine Persimmon in lustrous black finish. Natural face with new scarlet and black Propellac insert.

SHAFT — Dual-Action SUPER ATLAS standard flex chrome.

GRIP — Model 900 — Embossed red leather with black spiral and gold stitching. RIB GUIDE feature. Model 900R — H & B's exclusive GRIPMASTER rubber in black with red indentations and gold center line. RIB GUIDE feature.

LEFT-HAND — Available in Model 900 (Leather Grip) and Model 9004031 (Leather Grip — described below) only.

STIFF SHAFT (STANDARD LENGTH AND GRIP SIZE) — Available in Model 900R (Rubber Grip). Order it by Model 900RS "Stiff Shaft" at no extra charge. RIGHT-HAND ONLY.

STIFF SHAFT (LONGER SHAFT AND OVERSIZE GRIP) — Model 900 available in 44" length, stiff SUPER ATLAS shaft. Leather grip only slightly larger than standard size. Order it by Model 9004031 at no extra charge. Also available in LEFT-HAND.

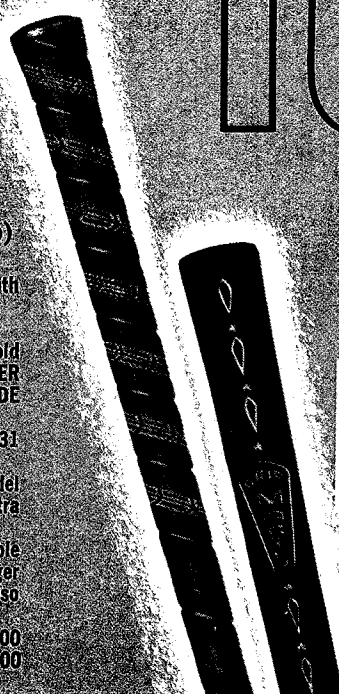
Set of 4 Model 900 or Model 900R (1, 2, 3, 4 or 1, 3, 4, 5) \$108.00
Individual Model 900 or Model 900R Clubs 27.00

TOPS

/n

PLAYABILITY

All sets described on this page are finished for Swing Weight and all other specifications.



LOUISVILLE SLUGGER Levelume- IRON CLUBS—MEN'S Plated

Model 950 (Leather Grip) • Model 950R (Rubber Grip)

Available in Nos. 1 thru 9, putter, pitching wedge, sand wedge in any combination.

HEAD — LEVELUME-plated, deeper design, boxed toe, oval back.

SHAFT — Dual-Action SUPER ATLAS standard flex chrome.

GRIP — Model 950 — Embossed red leather with black spiral and gold stitching. RIB GUIDE feature. Model 950R — H & B's exclusive GRIPMASTER rubber in black with red indentations and gold center line. RIB GUIDE feature.

LEFT-HAND — Available in Model 950 (leather grip) and Model 950L (leather grip — described below) only.

STIFF SHAFT (STANDARD LENGTH AND GRIP SIZE) — Available in Model 950R (rubber grip). Order it by Model 950RS "Stiff Shaft" at no extra charge. Right-hand only.

STIFF SHAFT (LONGER SHAFT AND OVERSIZE GRIP) — Model 950 available in 39½" length with stiff SUPER ATLAS shaft. Leather grip only slightly larger than standard size. ALSO AVAILABLE IN LEFT-HAND. (Except left-hand No. 1 Iron not available). Order it by Model 950L (RIGHT-HAND or LEFT-HAND) at no extra charge.

Set of 9 Model 950 or Model 950R (2, 3, 4, 5, 6, 7, 8, 9, Putter) \$189.00
Individual Model 950 or Model 950R Clubs (1, 2, 3, 4, 5, 6, 7, 8, 9, Putter, Pitching Wedge, Sand Wedge) 21.00



LOUISVILLE *Slugger*



GRAND SLAM MEN'S WOODS and IRONS

BOBBY NICHOLS GRAND SLAM WOODS

Model 800 (Leather Grip) • Model 800R (Rubber Grip)

Available in Nos. 1, 2, 3, 4, 5 in any combination.

HEAD — Genuine Persimmon in handsome walnut finish. Natural face with new black and white Propellac insert.

SHAFT — Dual-Action THOR standard flex chrome.

GRIP — Model 800 — Embossed brown leather with black spiral and gold stitching. RIB GUIDE feature. Model 800R — H & B's new exclusive GRIPMASTER rubber in maroon with black indentations and gold center line. RIB GUIDE feature. RIGHT-HAND ONLY.

Set of 4 Model 800 or Model 800R (1,2,3,4) or (1,3,4,5)

Individual Model 800 or Model 800R Clubs

\$76.00

19.00



LEVELUME — THE ULTIMATE IN NICKEL CHROMIUM PLATING

All Louisville Slugger iron clubs are plated with Levelume. This embraces the latest concept in what is popularly known as chrome. A heavy layer of nickel applied prior to the chromium finish insures a permanent attractiveness and protection. LEVELUME is handsome and eye-catching. It resists corrosion and pitting from harmful chemicals in the atmosphere or on the course. There is no finer plating for golf clubs.

BOBBY NICHOLS GRAND SLAM IRONS

Levelume-Plated

Model 850 (Leather Grip)

Model 850R (Rubber Grip)

Available in Nos. 1 thru 9, Putter, Pitching Wedge, Sand Wedge in any combination.

HEAD — LEVELUME-plated carbon steel with flange back.

SHAFT — Dual-Action THOR standard flex chrome.

GRIP — Model 850 — Embossed brown leather with black spiral and gold stitching. RIB GUIDE feature. Model 850R — H & B's new exclusive GRIPMASTER rubber in maroon with black indentations and gold center line. RIB GUIDE feature.

Set of 9 Model 850 or Model 850R (2, 3, 4, 5, 6, 7, 8, 9, Putter)

\$117.00

Individual Model 850 or 850R (2, 3, 4, 5, 6, 7, 8, 9, Putter, Pitching Wedge, Sand Wedge)

13.00



All sets described above are Matched for Swing Weight and all other specifications.

LOUISVILLE *Slugger*

BOBBY NICHOLS LOUISVILLE Men's WOODS and IRONS

BOBBY NICHOLS LOUISVILLE IRONS

LEVELUME-Plated

Model 750 (Leather Grip)

Model 750R (Rubber Grip)



Available in Nos. 2 thru 9, Putter, Pitching Wedge, Sand Wedge in any combination.

HEAD — LEVELUME-plated, flange back.

SHAFT — Dual-Action MARS standard flex chrome.

GRIP — Model 750 — Black embossed leather with red spiral and gold lines. RIB GUIDE feature. Model 750R — Red rubber GRIPMASTER with black indentations. RIB GUIDE feature.

MODEL 750R AVAILABLE IN LEFT-HAND

Set of 9 Model 750 Nos. 2 thru 9 and Putter*

\$90.00

Set of 9 Model 750R Nos. 2 thru 9 and Putter*

81.00

Individual Model 750 (2, 3, 4, 5, 6, 7, 8, 9, Putter*, Pitching Wedge, Sand Wedge)

10.00

Individual Model 750R (2, 3, 4, 5, 6, 7, 8, 9, Putter*, Pitching Wedge, Sand Wedge)

9.00

* Putter to match Models 750 and 750R is a two-way putter. LEVELUME-plated satin finish "rocker" blade, chrome shaft. RIGHT- AND LEFT-HAND.

BOBBY NICHOLS LOUISVILLE WOODS

Model 700 (Leather Grip) • Model 700R (Rubber Grip)

Available in Nos. 1, 2, 3, 4, 5, in any combination.

HEAD — Genuine Persimmon in red mahogany finish with natural face and scarlet and black Propellac face insert.

SHAFT — Dual-Action MARS standard flex chrome.

GRIP — Model 700 — Embossed black leather with red spiral and gold lines. RIB GUIDE feature. Model 700R — Red Rubber GRIPMASTER with black indentations. RIB GUIDE feature.

MODEL 700R AVAILABLE IN LEFT-HAND

Set of 4 Model 700 (1, 2, 3, 4) or (1, 3, 4, 5)

\$56.00

Set of 4 Model 700R (1, 2, 3, 4) or (1, 3, 4, 5)

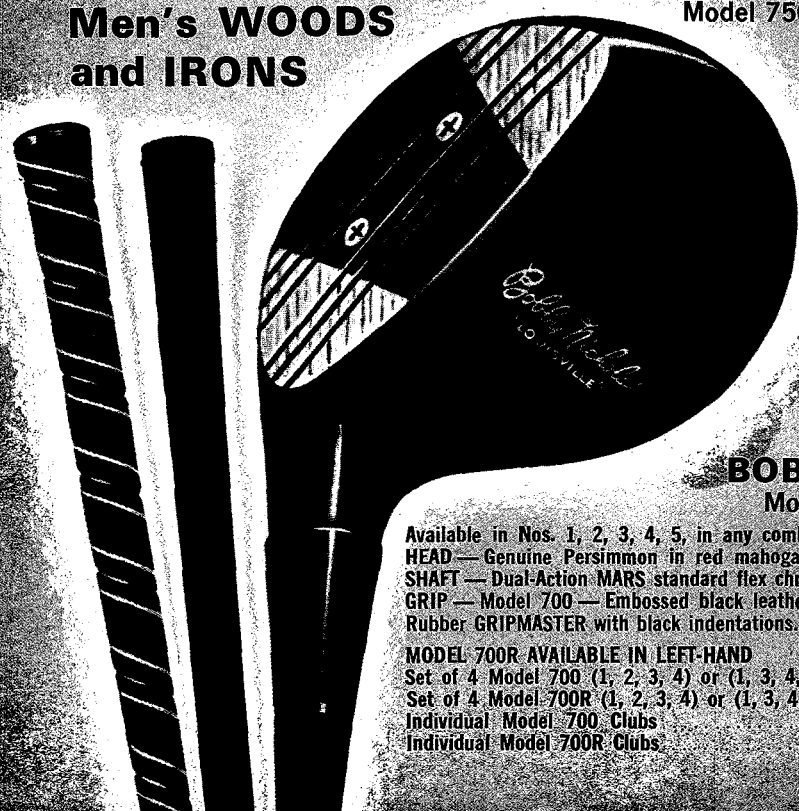
52.00

Individual Model 700 Clubs

14.00

Individual Model 700R Clubs

13.00



GRAND SLAM

LADIES' WOODS and IRONS

RADIO FREQUENCY PENETRATION SEASONING

Louisville Slugger
Wood Heads are
electronically
seasoned. This
revolutionary
process
completely
eliminates
ring stresses
in the wood, and
the wood does not
rot or stress crack
in the manufacture
or play of golf heads.



LOUISVILLE SLUGGER CLUBS ARE ENGINEERED FOR ACCURATE AND TRUE SWING WEIGHTS

They made the discovery, long ago, that shafts of the same pattern and of the same weight sometimes vary as much as 4 points in swing weight because of the way the weight in the shaft is distributed. That's why we swing-weight shafts — to make certain that each is put into a club whose ultimate swing weight is correctly related to that of the shaft. In the manufacture of many golf clubs, shafts are used as they come — without checking the weights, much less the swing weights. The ultimate swing weights of such clubs are arrived at by merely adding a little weight here and a little there — either the grip end or head end of the clubs. This is an unscientific, hit-and-miss way of making clubs. The same method, to a lesser degree, is also widely used in the construction of many so-called top quality matched and balanced sets. The shafts in these are first weighed out and those that match, in this respect, are put into the clubs. But since the shafts are not then matched for swing weight, the clubs must be "doctored" — at one end or the other, to bring them to a uniform balance. Because we swing-weight our shafts we do not have to resort to such unscientific methods.

RIB GUIDE GRIPS — The grips of all woods or irons in the Louisville Slugger line have the popular RIB GUIDE built in. This very useful feature — a rib that runs down the back of the grip — has a comfortable feel and helps to guide the hands and fingers to proper gripping position.

Gloria Ehret
**LOUISVILLE
LADIES' WOODS
and IRONS**

GLORIA EHRET LOUISVILLE IRONS

Levelume-Plated Ladies' Model 550R

Available in Nos. 2 thru 9, Sand Wedge, Putter* in any combination.

HEAD — LEVELUME-plated, flange back.

SHAFT — Ladies' Dual-Action MARS chrome.

GRIP — Red rubber GRIPMASTER with black indentations. RIB GUIDE feature.

Also available in LEFT HAND.

Set of 9 Model 550R (2, 3, 4, 5, 6, 7, 8, 9, Putter*) \$81.00

Individual Model 550R Clubs (2, 3, 4, 5, 6, 7, 8, 9, Sand Wedge, Putter*) ... 9.00

*Putter to match Model 550R is two-way LEVELUME-plated "rocker" shaft. RIGHT and LEFT HAND.

GLORIA EHRET LOUISVILLE WOODS

Ladies' Model 500R

Available in Nos. 1, 2, 3, 4, 5, in any combination.

HEAD — Genuine Persimmon in red mahogany finish with natural face and scarlet and black Propellac face insert.

SHAFT — Ladies' Dual-Action MARS chrome.

GRIP — Red rubber GRIPMASTER with black indentations. RIB GUIDE feature.

Also available in LEFT HAND.

Set of 4 Model 500R (1, 2, 3, 4) or (1, 3, 4, 5)

Individual Model 500R Club

\$52.00

\$13.00

GLORIA EHRET GRAND SLAM WOODS

Ladies' Model 600R

Available in Nos. 1, 2, 3, 4, 5 in any combination.

HEAD — Laminated TUFWOOD finished in blue. Natural face with blue and white Propellac insert.

SHAFT — Ladies' Dual-Action THOR standard flex.

GRIP — H & B's exclusive GRIPMASTER black rubber with blue indentations and white center design. RIB GUIDE feature. RIGHT-HAND ONLY.

Set of 4 Model 600R (1, 2, 3, 4) or (1, 3, 4, 5) \$76.00
Individual Model 600R Clubs \$19.00



GLORIA EHRET GRAND SLAM IRONS

Levelume-Plated
Ladies' Model 650R

Available in Nos. 2 thru 9, Pitching Wedge, Sand Wedge, Putter in any combination.

HEAD — LEVELUME-plated, flange back.

SHAFT — Ladies' Dual-Action THOR standard flex.

GRIP — H & B's exclusive GRIPMASTER black rubber with blue indentations and white center design. RIB GUIDE feature. RIGHT-HAND ONLY.

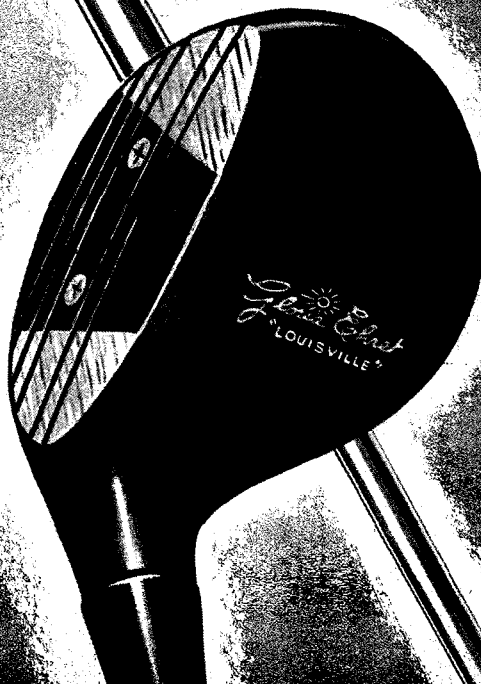
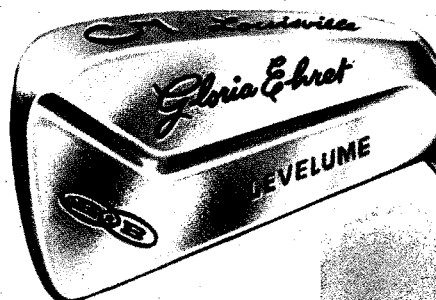
Set of 9 Model 650R (2, 3, 4, 5, 6, 7, 8, 9, Putter) \$117.00

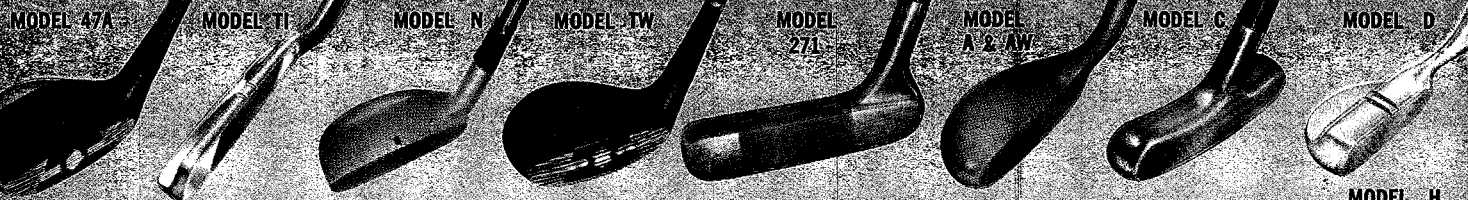
Individual Model 650R Clubs (2, 3, 4, 5, 6, 7, 8, 9, Pitching Wedge, Sand Wedge, Putter) 13.00

All sets described above are Matched for Swing Weight and all other specifications.

REGISTER NUMBER OF WOOD CLUBS

The register numbers that appear on the soles of wood clubs signify the weight, the length, and the model. Reading register numbers from right to left, the first two digits always indicate the weight. The third and fourth digits indicate length and the remaining digits (sometimes two and sometimes three) represent the model number.





SPECIAL PUTTERS

Special putters equipped with quality chrome-plated shafts except as noted.

MODEL 47A "PERSONAL MODEL" — (With attractive Putter Head Cover) Laminated Tutwood black finished head with black and white Propellac face insert. Brass back. Black and white GRIP RITE rubber grip. Right-hand \$25.00

MODEL TI "TAP-IN" — LEVELUME-plated blade head with Louisville Slugger modern oval back, chrome shaft. Red and black leather grip. Right-hand \$21.00

MODEL N "NO CHOKE" — Aluminum mallet-type head. Brass back. White pistol-type rubber grip. Right-hand \$21.00

MODEL TW "GRAND SLAMMER" — Louisville Slugger laminated Tutwood black finished head with red and white Propellac face insert. Fine black and tan leather grip. Right-hand only \$21.00

MODEL 271 "THE IMPOSSIBLE" — Named for Bobby Nichols' incredible PGA Championship performance and winning score of 271. Bronze head, double flange back. Leather grip. Right-hand \$13.00

MODEL A "UP-AN-IN" — Aluminum mallet-type head. Shallow depth. Offset neck. Metallic finish. Rubber grip. Right-hand \$13.00

MODEL AW "UP-AN-IN" — Aluminum mallet-type head. Offset neck, shallow face. Metallic finish. Shaft of antique finished hickory — long distinguished for fine feel and smooth, accurate stroking. Leather grip \$13.00

MODEL C "EQUALIZER" — Brass head — shallow, thick, two-way "rocker" blade. Right- or left-hand. Rubber grip \$13.00

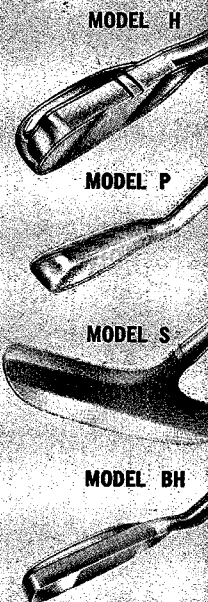
MODEL D "ONE-PUTT-JOHN" — Brass — satin chrome finish. Shallow mallet-type head, gooseneck. Leather grip. Right-hand \$13.00

MODEL H "STINGER" — Steel head with LEVELUME nickel chrome-plating. Shallow thick blade — wide top edge and very wide flange sole; gooseneck. Leather grip. Right-hand \$13.00

MODEL P "PAR POKER" — Bronze head — shallow depth, wide beveled top edge. Very long hosel. Rubber grip. Right-hand \$13.00

MODEL S "TWO WAY" — Medium deep rocker type with bright nickel chrome finish, top half satin finish. Flared tip, satin finish shaft. Rubber grip \$13.00

MODEL BH "GOPHER" — Forged steel head LEVELUME-plated. Shallow thick blade wide top edge, very wide flange sole; gooseneck. New bamboo shaft. Line-Rite black and white square rubber grip. Right-hand only \$11.00



JUNIOR LOUISVILLE SLUGGERS

JUNIOR LOUISVILLE SLUGGER Golf Clubs are of H & B quality throughout and are sturdily constructed by the same craftsmen who make the higher priced models. They are not toys but are especially designed to meet the particular requirements of young golfers. These clubs offer every advantage of the finest matched sets. RIGHT-HAND ONLY.

SET OF 3 JUNIOR WOODS (Model J68R)

(No. 1 Wood 39", No. 2 Wood 38½", No. 3 Wood 38") \$36.00
Individual JUNIOR WOOD clubs 12.00
Woods feature genuine Persimmon heads of medium size and depth. Attractive black finish with red and black Propellac keystone face insert. Specially designed junior shaft with red GRIPMASTER rubber RIB GUIDE grip.

SET OF 5 JUNIOR IRONS (Model J680R)

(3-35"; 5-34"; 7-33"; 9-32½"; Putter-31½") \$40.00
Individual JUNIOR IRON clubs 8.00
Irons feature heads forged from carbon steel with Pyramid Flange back and LEVELUME chrome plating. Specially designed Junior shaft with red GRIPMASTER rubber RIB GUIDE grip.

SPECIAL JUNIOR OUTFIT

This four-club — plus bag — special Louisville Slugger junior outfit is ideal for the young. Consists of a No. 2 wood, Nos. 3 and 5 irons, and putter in a tough canvas, ribbed bag. No other combination of junior clubs is available in this outfit at this special price \$43.50

BN OUTFIT

A basic set of BOBBY NICHOLS LOUISVILLE Golf Clubs consisting of Nos. 1 and 3 woods (700R) and Nos. 3, 5, 7, 9, Putter irons (750R) with colorful plaid heavy canvas bag and two select quality head covers for woods \$86.00
(For the ladies, a GE OUTFIT having Gloria Ehret Louisville Clubs is available at same price.)

LOUISVILLE SLUGGER EXCLUSIVE SHAFTS

All shafts used in Louisville Slugger Golf Clubs are designed by Hillerich & Bradshaw's engineering staff. Constructed on the proven "Dual Action" concept the steps are scientifically placed for better playing action.

A WORD ABOUT PROPELLAC

All wood clubs feature a face insert made of PROPELLAC, a durable plastic with impact strength and rigidity to hold its shape. It is scuff resistant and "looks new longer."

SPIRALOCK FEATURE

Loose wood heads are virtually eliminated due to the Spiralock feature. The neck is tapped with spiral threading so that the epoxy, the strongest known adhesive, by filling the threads provides better adhesion. In iron clubs, loose heads are eliminated by the design of the tapped hosel and the screw-in shaft bonded with epoxy.



AUXILIARY CLUBS

SUPER CREEK (No. 5 Wood) — All wood models (except Juniors) in the 1969 Louisville Slugger Golf Club line have a No. 5 Wood (Super Creek). Check prices and description in the model desired.

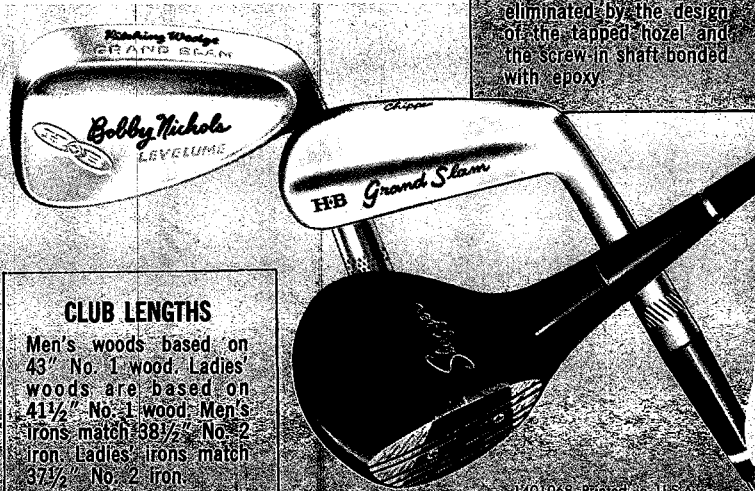
CHIPPER — This handy approach iron was designed expressly for run-up shots from off the edge of the green. Same length as putter; has upright lie and slightly lofted face. LEVELUME chrome-plated flange sole head with shallow blade. Shaft of the THOR pattern RIB GUIDE fancy brown leather grip with spiral grooving. Right-hand only \$13.00

UTILITY CHIPPER (not illustrated) — LEVELUME-plated head has sand-blast finish on front and on back.

No scoring on either face. THOR shaft. Fine embossed leather RIB GUIDE grip, spiral grooved, brown with black spiral and gold stitching. \$13.00

PITCHING WEDGE — Designed for pitch shots to the green that you wish to "lay down". All Iron Models (Except Juniors and Model 550R) in the 1969 Louisville Slugger Golf Club line have a Pitching Wedge. Check prices and description in the model desired. No. 1 irons are available in right-hand only in the following models:

LOUISVILLE SLUGGER Model 950, LOUISVILLE SLUGGER Model 950R, LOUISVILLE SLUGGER Model 950 in 39½" length with stiff shaft, BOBBY NICHOLS GRAND SLAM Model 850, BOBBY NICHOLS GRAND SLAM Model 850R.

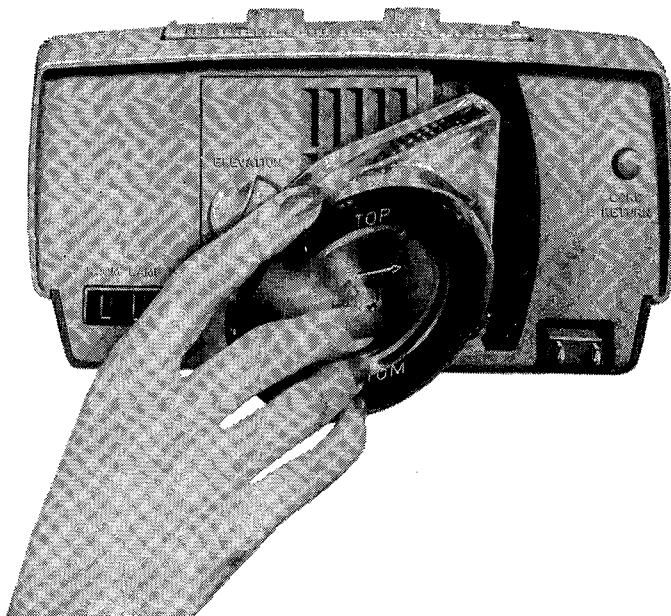
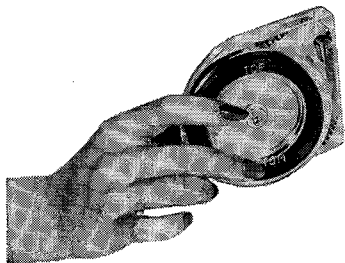


CLUB LENGTHS

Men's woods based on 43" No. 1 wood. Ladies' woods are based on 41½" No. 1 wood. Men's irons match 38½" No. 2 iron. Ladies' irons match 37½" No. 2 iron.

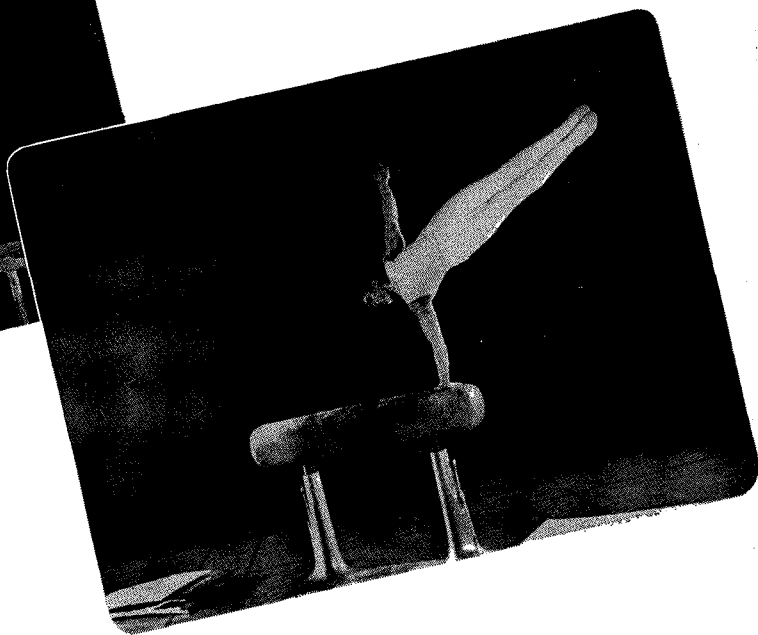
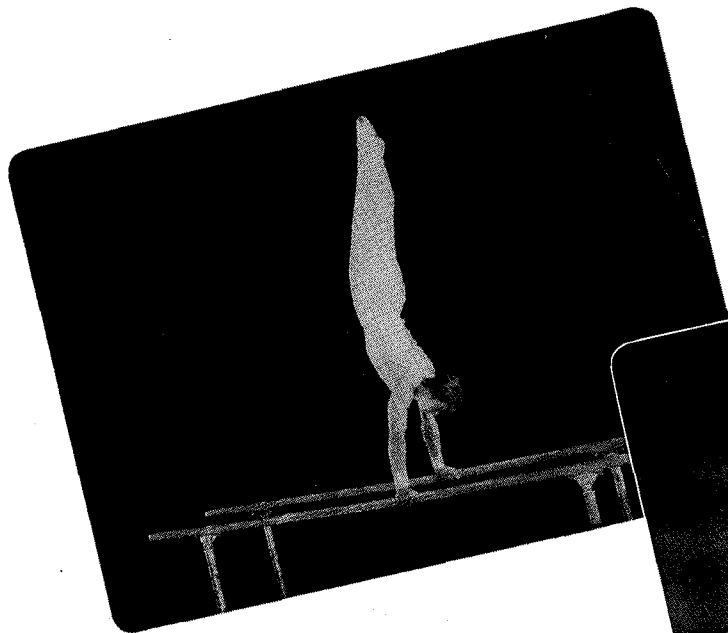
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*easy-to-use...
low cost...*



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Now! To help you teach boys' and men's gymnastics . . .
80 New Subjects.



Plus 102 loop films on track and field, tennis, girls' and women's gymnastics, wrestling, swimming and golf.

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60654

NIRA'S ROLL CALL OF 1968 CHAMPIONS

Here we pay tribute to the industrial employee, to whose benefit all of our nationwide recreation programs are dedicated.

THE names of the champions which appear on the following pages are just a token representation of the many thousands of employees who participated in, and made successful, the 1968 NIRA tournament program.

Though not all won or even came close to it, every participant enjoyed the competition. And that is the true purpose of recreation.

So, at this time, R/M would like to pay tribute to each and every person who took part in the national tournament program. Gentlemen—and ladies, we salute you!

Helms Award Winners

The 1968 Helms Industrial Recreation Award, symbolic of the outstanding employee activities program in the nation, was presented to Scovill Manufacturing Co. of Waterbury, Conn.

Accepting the award at NIRA's 27th Annual Conference in Detroit was Fred A. Wilson, Scovill's Manager of Employee Activities. (A profile of this outstanding recreation program appears in this issue, beginning on page 20.)

Three other companies were cited by the judges as having the best employee recreation programs among all the NIRA firms in their membership categories.

The winning firms, by category, are: (*Companies with under 1,000 employees*): The Faultless Rubber Co., Ashland, O.; Howard Honaker, personnel manager.

(*Companies with 1,000 to 5,000 employees*): State Farm Insurance Co., Bloomington, Ill.; Lillian Lockenvitz, activities coordinator.

(*Companies with 5,001 to 10,000 employees*): Scovill Mfg. Co., Waterbury, Conn.; Fred Wilson, manager of employee activities. (Also the overall winner.)

(*Companies with more than 10,000 employees*): Lockheed Missiles & Space Co., Sunnyvale, Calif.; Ken Leonard, executive director, LERA.

Bowling

Inland Manufacturing Div.'s Owls team #1 from Dayton, O., won the team championship and \$1,000 in prize money at the 21st Annual NIRA Bowling Tournament held at the King Lanes in Ashland, O. late last April.

The Owls gained the championship on the strength of a 4,116 series. Right on their heels with a 4,109 series was Goodyear Tire & Rubber's team #29 from Akron, O., who took home \$500.

In the singles event, Jack Miller of Corning Glass Co., Greenville, O., rolled a 704 handicap series good for the first-place trophy and \$100. Lee Emmons of Avco Electronics, Cincinnati, took second and \$50 with a 683.

A total of 210 teams representing 61

different companies competed in the two-day handicap tourney, bettering the old participation mark set last year by over 50 teams, reports tournament chairman Howard Honaker of host Faultless Rubber Co.

Following is a list of the top finishers in this year's competition:

Top Teams

| | | |
|--|------|---------|
| Inland Mfg. Div. #1, Dayton, O. | 4116 | \$1,000 |
| Goodyear Tire & Rubber Co. #29, Akron, O. | 4109 | \$ 500 |
| Faultless Rubber Co. #2, Ashland, O. ... | 4100 | \$ 250 |
| Faultless Rubber Co. #7, Ashland, O. ... | 4094 | \$ 125 |
| Ross Labs. Div. of Abbott Labs. | 4081 | \$ 100 |
| Goodyear Tire Poly-Glas Team, Akron | 4060 | \$ 100 |
| Timken Roller Bearing #73, Canton, O. ... | 4055 | \$ 100 |
| Ross Labs., Div. of Abbott Labs. | 4050 | \$ 75 |
| Corning Glass Works, Greenville, O. | 4047 | \$ 75 |
| Inland Mfg. Div. #2, Dayton, O. | 4039 | \$ 75 |
| John Dritz Co., Spartanburg, S.C. | 4031 | \$ 75 |

Top Singles

| | | |
|---|-----|--------|
| Jack Miller, Corning Glass Co. | 704 | \$ 100 |
| Lee Emmons, Avco Electronics | 683 | \$ 50 |
| Harry Klosterman, Avco Electronics | 672 | \$ 25 |

Bridge

Robert Hamilton and Dr. Brooks Sharp, representing McDonnell Douglas Corp. of St. Louis, won the 1968 National Industrial Contract Bridge Tournament during finals play at Milwaukee's Red Carpet Inn, the weekend of May 4th and 5th.

Hamilton and Sharp narrowly led throughout all three sessions of the two-day finals and finished with a winning point total of 415.

A very close second place went to Arthur Vaillancourt and Robert White, General Motors of Canada, Oshawa, Ontario, with 410 points. In third place with 405 points were Melvin Welles and Jerry Deutschberger from the League of Federal Recreation Associations, Washington.



Inland Mfg. Div.'s Owls



McDonald Douglas' Hamilton and Sharp

As the top pair in the tournament, Sharp and Hamilton received a 13-day Goren Caribbean Bridge Cruise. The runner-ups, Vaillancourt and White, each won a TV set.

Competing in the finals were 24 top industrial pairs who had won regional games played earlier throughout the U.S. and Canada. A total of 2,741 industrial bridge players competed in this year's tournament on the regional level, reports tournament chairman R. Fred Canaday of General Motors Corp.

The tournament was co-sponsored by the National Industrial Recreation Assn., and Western Publishing Co., Inc., Racine, Wis.

The top finishers in the 1968 Tournament were as follows:

1. Robert Hamilton McDonnell Douglas
Dr. Brooks Sharp St. Louis
2. A. Vaillancourt GM of Canada
Robert White Oshawa, Ont.
3. J. Deutschberger LFRA
Melvin Welles Washington D.C.
4. James Rainey Bundy Tubing Co.
Jane Rainey Winchester, Ky.
5. John Burg Texas Instruments
Gene Ricci Dallas, Tex.
6. Ed Haldeman Prudential Ins.
Frank Koch Newark, N.J.
7. Paul Handt Dow Chemical
Gene Wegner Midland, Mich.
8. Robert Bates LFRA
Mildred Bates Washington, D.C.
9. W. Eastman Sperry Rand
W. Willman Sudbury, Mass.
10. Edward Bottger AC Electronics
C. A. LaFaive Milwaukee
11. William Hammer Delta Air Lines
Irwin Rickles Atlanta, Ga.
11. John Dorn Frigidair
Robert Smith Dayton, O.
13. Chun Hsu Argonne Nat'l Lab
Tom Wolsko Argonne, Ill.
14. Donald Hallman du Pont
Hartger Ruitier Wilmington, Del.
15. Earl Antonelli Chrysler Corp.
William Kittle Detroit

Golf

A determined employee team from TRW Inc., Cleveland, O., was the class of the field as it shot its way to victory in the 23rd Annual National Industrial Golf Tournament held on the rugged North and South courses of Purdue University, August 17-18.

This was to third time in the 23 years of the competition that a TRW team has won the Class "A" title, the last time being in 1966. Second place in Class "A" went to Wright-Patterson Air Force Base team #1 from Dayton, O., which shot a 631. Right on their heels in third place with a 632 was a team of employees from the Ford Motor Company of Dearborn, Mich.

Fifty-seven-year-old maintenance foreman Joe Golob, captain of the TRW team, put together outstanding rounds of 69-72 for an even-par 141 to gain medalist honors in Class "A". George Richter of Whirlpool Corp., St. Joseph, Mich., and Jim Fromuth of Eli Lilly Co., Indianapolis, Ind., made valiant runs at the crown, but tied for second spot at the end of regulation play with scores of 145. Richter, with a hot putter, won the sudden-death playoff on the first hole.



TRW Inc.'s Team

Ross Gear of Lafayette, Ind., a division of TRW, made the tournament a family affair by capturing team honors in Class "B" with a score of 651. Inland Manufacturing Div. of GMC, Dayton, O., placed second with 658, and third place went to Kaiser Aluminum & Chemical Corp. of Newark, O. with a 660 total.

Gene Hadley of Inland Manufacturing Div. and Wilson Clark of National Cash Register, both of Dayton, O., tied for medalist honors in Class "B" with scores of 157. One stroke off the pace were E. Bevard of Kaiser Aluminum, Newark, O., and Ron Garrett of Kaiser Aluminum, Ravenswood, W. Va., with rounds of 158.

A total of 356 top industrial golfers representing 89 company teams from a record 13 states and Canada competed in the scratch event which is sponsored annually by the National Industrial Recreation Association.

The top finishers in each class of

the tourney are listed below:

| Class "A" Teams | Score |
|---|-------------|
| TRW Inc., Cleveland | 312-300—612 |
| Wright-Patterson #1, Dayton, O. | 319-312—631 |
| Ford Motor Co., Dearborn, Mich. | 329-303—632 |
| Goodyear Tire, Akron, O. | 322-315—637 |
| Arnold Center, Tullahoma, Tenn. | 328-310—638 |
| Whirlpool Corp., St. Joseph, Mich. | 325-316—641 |
| Wright-Patterson #2, Dayton, O. | 324-319—643 |
| S. C. Johnson & Son, Racine, Wis. | 328-316—644 |
| Eli Lilly Co., Indianapolis, Ind. | 333-318—646 |
| Dominion Foundries, Hamilton, Ont. | 330-318—648 |

| Class "A" Individuals | Score |
|--|-----------|
| Joe Golob, TRW Inc., Cleveland | 69-72—141 |
| George Richter, Whirlpool Corp., St. Joseph, Mich. | 76-69—145 |
| Jim Fromuth, Eli Lilly, Indianapolis | 74-71—145 |
| Ron Stokely, Victor Golf, Morton Grove, Ill. | 73-76—149 |
| Jim Cheney, A. B. Dick Co., Chicago ... | 74-75—149 |

| Class "B" Teams | Score |
|--|-------------|
| Ross Gear Div., TRW, Lafayette, Ind. ... | 317-340—657 |
| Inland Mfg. Div., GMC, Dayton, O. | 326-332—658 |
| Kaiser Aluminum, Newark, O. | 328-332—660 |
| Grimes Mfg. Co. Urbana, O. | 319-343—662 |
| Mosler Safe Co., Hamilton, O. | 323-339—662 |
| B. F. Goodrich, Akron, O. | 327-338—665 |
| Motorola, Franklin Park, Ill. | 338-331—669 |
| A. B. Dick Co., Chicago, Ill. | 333-336—669 |
| Olin-Mathieson, East Alton, Ill. | 339-333—672 |
| Champion Papers, Hamilton, O. | 335-338—673 |

| Class "B" Individuals | Score |
|--|-----------|
| Gene Hadley, Inland Mfg. Div., Dayton, O. | 82-75—157 |
| Wilson Clark, National Cash Register, Dayton, O. | 79-78—157 |
| E. Bevard, Kaiser Aluminum, Newark, O. ... | 78-80—158 |
| Ron Garrett, Kaiser Aluminum, Ravenswood, W. Va. | 82-76—158 |
| Bob Torlina, Grimes Mfg. Co., Urbana, O. | 79 80—159 |

Rifle

The Zeppelin Rifle Team #1, representing Goodyear Tire & Rubber Co., Akron, O., fired their way to victory in the 10th Annual NIRA/NRA Rifle Championship recently, scoring an excellent 783 out of a possible 800 points.

Second place was awarded to the Guide Lamp Div., GMC Team #1 from Anderson, Ind., who shot 772.



Goodyear's Zeppelin Rifle #1

Fifty-nine top industrial teams from NIRA-affiliated firms throughout the U.S. and Canada competed in the postal event.

James Hinkle of Lockheed-Georgia Co., Atlanta, Ga., out-shot 282 other industrial marksman to win the individ-

CHAMPS continued on page 18

continued from page 17

ual rifle championship with 199 out of a possible 200 points.

Thomas Schenz of Goodyear Tire & Rubber Co. also fired a 199, but under the rules of judging was awarded second place.

The top finishers in the team and individual events were:

Team Rifle Awards

| | |
|---|-----|
| Goodyear Zeppelin Rifle Team #1, Akron, O. | 783 |
| Guide Lamp Div. Team #1, Anderson, Ind. | 772 |
| Ford Motors "Mustang Team", Detroit | 769 |
| Grumman Aircraft Team #1, Bethpage, N.Y. | 766 |
| Lockhead Missiles "Deep Quest" Team, Sunnyvale, Calif. | 749 |
| 3M Company Team #2, St. Paul, Minn. | 749 |
| Wright-Patterson AFB Team #1, Dayton, O. | 749 |

Individual Rifle Awards

| | |
|---|-----|
| James Hinkle, Lockhead-Georgia | 199 |
| Thomas Schenz, Goodyear Tire & Rubber | 199 |
| Verl Stamm, Guide Lamp Div., GMC | 198 |
| R. C. Ribak, Lockhead Missiles & Space Co. | 198 |
| Harold Slocum, Scovill Mfg. Co. | 196 |
| W. E. Summers, Goodyear Tire & Rubber | 195 |
| Charles Wilt, Frigidaire Div., GMC | 194 |

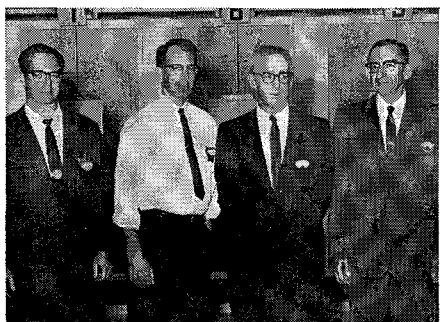
Pistol

The team championship in the 9th Annual NIRA/NRA Pistol Tournament went to the "Deep Quest" team from Lockheed Missiles and Space Co., Sunnyvale, Calif., who scored 737 out of a possible 800 points. This was the third straight year that a team from Lockheed Missiles & Space Co. captured this event.

The Puget Sound Naval Shipyard of Bremerton, Wash., placed second with a score of 727.

A total of 75 teams entered the pistol competition.

In the individual pistol event, Robert Weebe of Hughes Aircraft Co., Los Angeles, gained his second straight



Lockheed Missiles' Deep Quest Team championship with a score of 198. Robert Hall of Lockheed Missiles & Space Co. was second with 195.

A total field of 396 competed in the individual pistol event.

Lockheed Missiles & Space Co. again won both the team rifle and pistol competition in the CO₂ division. Robert

Hall of that company and Robert Weebe of Hughes Aircraft both fired perfect scores of 200 in the CO₂ individual pistol event, placing them in a unbreakable tie for first. George Hilton of Grumman Aircraft Engineering Corp., Bethpage, L.I., N.Y. won the individual gas rifle event with a 197.

The top finishers in each division:

Team Pistol Awards

| | |
|---|-----|
| Lockhead Missiles "Deep Quest" Team, Sunnyvale, Calif. | 737 |
| Puget Sound Naval Shipyard, Bremerton, Wash. | 727 |
| Dept. of the Army Team #1, Washington, D.C. | 715 |
| Allison Div. of GMC, Indianapolis, Ind. | 710 |
| Hughes Aircraft Team #1, Los Angeles | 710 |
| Hyster Co., Portland, Ore. | 708 |

Individual Pistol Awards

| | |
|--|-----|
| Robert Weebe, Hughes Aircraft Co. | 198 |
| Robert Hall, Lockheed Missiles & Space Co. | 195 |
| Grady Edwards NASA, MSFC Branch | 191 |
| Wallace Mardavich, IBM Corp. | 190 |
| George Arvin, North American Rockwell Corp. | 185 |

Armco Trapshoot

A steady-shooting crew of employees from the Olin Mathieson Chemical Corp., East Alton, Ill., broke 241 out of a possible 250 clay targets to win the 19th Annual National Industrial Trapshoot held Sunday, Sept. 8th at the Middletown Sportsmen's Club in



Olin Mathieson's Team

Middletown, O. The event was again co-sponsored by the Armco Steel Corp. and the National Industrial Recreation Association.

In chalking-up their near-perfect 241, the Olin team tied the scoring record set by an Inland Mfg. Co. team from Dayton, O., enroute to their 1966 championship. A close second this year was Armco Steel's team #1 from Middletown, O. with a 238.

A total of 715 shooters representing 143 company teams took part in the event, exactly 100 individuals over the old mark set last year.

Five individual shooters went through the regulation competition with perfect scores of 50. A triple shoot-off was required before Douglas Dawn, a 41-year-old planer operator at the Cincinnati Shaper Co., emerged as individual high gun for the afternoon. Ed Haulk

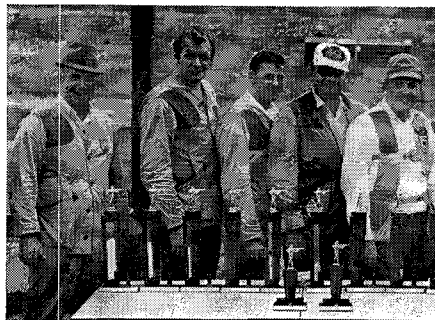
of Allison Division of GMC, Indianapolis, Ind., finished second, five birds behind Dawn.

The top teams and their scores in the 1968 event:

| | |
|--|-----|
| Olin Mathieson Corp., East Alton, Ill. | 241 |
| Armco Steel #1, Middletown, O. | 238 |
| Carrier Corp., Syracuse, N.Y. | 233 |
| Cincinnati Milling Machine #1, Cincinnati | 233 |
| Delco Moraine Div., GMC, Dayton, O. | 231 |
| National Cash Register #2, Dayton, O. | 231 |
| Wright-Patterson AFB #1, Fairborn, O. | 231 |

Skeet Invitational

Rain didn't hinder Olin Mathieson's team #2 in its bid for the Class A title at the 4th Annual National Industrial Skeet Shoot, held Sunday October 13, at the Winchester-Bridgeton Gun Club on the outskirts of St. Louis. The sharp-shooting group from East Alton,



Olin Mathieson's Team #2

Ill. posted an impressive handicap score of 243 clay birds out of a possible 250 to edge out by one bird the Winchester Arms Co. team from New Haven, Conn.

In Class B, McDonnell Douglas Co.'s teams #1 and #2 from St. Louis were tied at the end of the regulation shooting with handicap scores of 137. McDonnell Douglas #2 won the ensuing shoot-off.

High gun for the day was Gerald LeFrancois of the Winchester Arms Co., New Haven, Conn. The runnerup for high gun honors was Don Gilkinson of Olin-East Alton.

The skeet tournament was co-sponsored again this year by NIRA and the St. Louis Industrial Recreation Council.

The order of finish in each class:

Class A

| | |
|--|-----|
| Olin Mathieson #2, East Alton, Ill. | 243 |
| Winchester Arms Co., New Haven, Conn. | 242 |
| Olin Mathieson #3, East Alton, Ill. | 241 |
| Olin Mathieson #1, East Alton, Ill. | 240 |
| Olin Mathieson #4, East Alton, Ill. | 236 |

Class B

| | |
|--|-----|
| McDonnell Douglas #2, St. Louis | 237 |
| McDonnell Douglas #1, St. Louis | 237 |
| Allison Div. GMC #1, Indianapolis, Ind. | 232 |
| Allison Div. GMC #2, Indianapolis, Ind. | 226 |
| Brown Shoe Company, St. Louis | 222 |
| Combustion Engineering Co., St. Louis | 216 |
| Olin Mathieson #5, East Alton, Ill. | 212 |

Dayton Bowling Meet

The National Industrial Bowling Tournament held at the Varsity Lanes in Dayton, O., although not a NIRA-sponsored event, annually attracts hundreds of bowlers from NIRA member companies across the country. The event is now the largest tournament of any kind open exclusively to industrial employees.

The list of the top teams in the 30th annual event follows:

| Team | Score | Prize |
|--|-------|----------|
| Armstrong Mould Inc., Winchester, Ind. | 3245 | \$20,000 |
| FMC Ordinance Corp., S. Chas., W. Va. | 3239 | 10,000 |
| Warner Gear, Muncie, Ind. | 3172 | 5,000 |
| Delco Remy, Anderson, Ind. | 3163 | 2,500 |
| Detroit Post Office, Detroit, Mich. | 3148 | 2,000 |
| Anaconda Wire, Anderson, Ind. | 3127 | 1,750 |
| Ford Motor, Ypsilanti, Mich. | 3123 | 1,500 |
| Frigidaire, Dayton, O. | 3113 | 1,250 |
| Delco Remy, Anderson, Ind. | 3103 | 1,200 |
| Post Office, Bowling Green, O. | 3102 | 1,150 |
| Eastman Co., Kingsport, Tenn. | 3099 | 1,100 |
| R & B Machine Tool, Saline, Mich. | 3097 | 1,050 |
| Whirlpool Corp., Clyde, O. | 3096 | 1,000 |

World Softball Champs

Another activity in which there is a high percentage of participation, and success, by NIRA member companies is the World Softball Championships, annually sponsored by the Amateur Softball Assn.

Here's the results for 1968.

Men's Industrial Slow-Pitch, Stratford, Conn.: NIRA-member Avco Lycoming Div. of Stratford, Conn. came out of the loser's bracket to win the final two matches from the E. L. Weigand Co. of Pittsburgh.

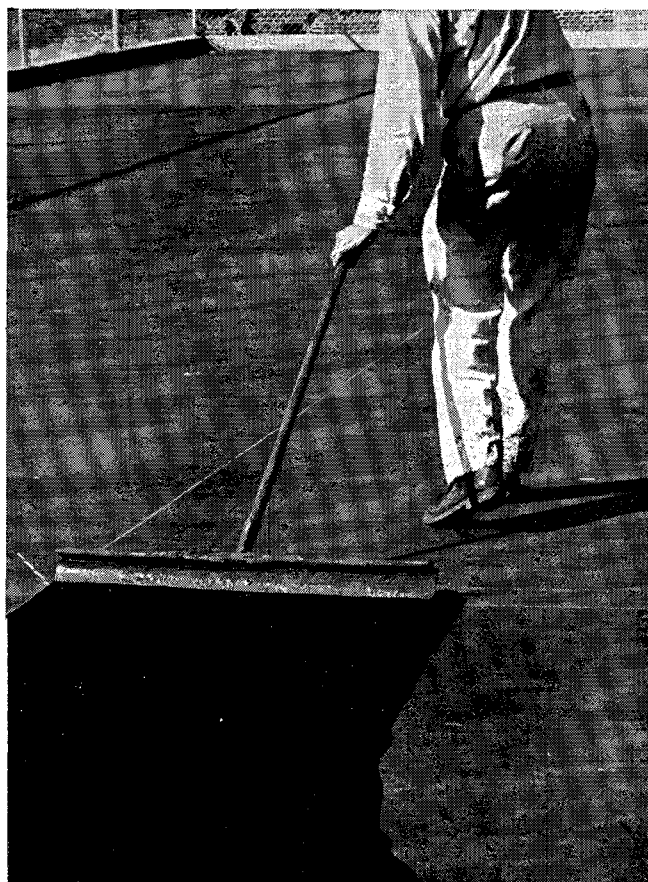
Men's Fast-Pitch, Clearwater, Fla.: The Clearwater Bombers won their ninth Fast-Pitch title as they defeated Oxnard, Calif. in the finals.

Men's Open Slow-Pitch, Jones Beach, N.Y.: County Sports of Levittown, L.I., N.Y. defeated Jo's Pizza of Milton, Fla. in the finals.

Men's 16-Inch Slow-Pitch, St. Louis: The Sobies of Chicago captured their third straight 16-Inch title by defeating another Chicago team, the Bobcats, in the finals.

Women's Fast-Pitch, Stratford, Conn.: NIRA-member Raybestos Brakettes of Stratford captured a record-tying seventh Women's Fast-Pitch title by defeating the Orange (Calif.) Lionettes in the final game.

Women's Slow-Pitch, Cincinnati: Es-cue Pontiac, the host team, came out of the loser's bracket to twice defeat Carter's Rebels of Jacksonville, Fla. for the title.

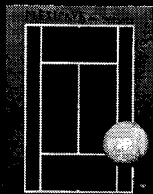


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Scovill Fashions

"The Complete Program"

Enlightened approach to employee recreation stamps the company as a leader in the field.

Recreation is one of the major elements in a normal life. In a highly industrial community, there are usually inadequate public recreation facilities. It then becomes the duty of local industry to aid in filling the void by supplementing those facilities and activities which already exist in the community.

What are the essentials which go into an ideal recreation program for industrial employees? What sort and how many varied types of events and facilities are needed to fully meet the diversified interests of today's industrial employees — employees of many races, creeds, social levels, and political beliefs? Only through employee expression can this be determined and certainly not by selfish or personal interests of those in authority. Specifically this refers to a recreation director or management representatives. Can a concern afford to meet or more expressively "pay the freight" for such a program that will fill the aforementioned bill of employee recreation fare?

One concern that feels it is "good business" to support such a program is the Scovill Manufacturing Company, Waterbury, Connecticut.

The records show this idea to be consistent with company policy since its establishment in 1802, as clubs, outings, and socials were organized very soon after.

Upon checking the files one can easily see how the program has reached today's ideal basis, how most of the recreational events and facilities have developed on a self-supporting basis from the beginning.

Back in 1913, a Foremen's Club was formed, the first Scovill recreational organization. It blanketed the group title but it soon branched out to encompass employees by sponsoring fishing tournaments at the company-owned Woodtick Reservoir, outings, field days, minstrels, and sports events.

As the Foremen's Club catered only to male tastes, the need soon became apparent for a female-balanced program to accommodate the incoming tide of women in industry. In 1915, a group of young ladies formed a Girls' Club, took over the job of offering the feminine members teas, dances, outings, fashion shows and entertainments, and engaged in charitable activities company-wide and in the community.

Again, as a sideline venture of the Foremen's Club, hunting and fishing interests grew until the sportsmen concerned decided they had the strength to carry on as an individual unit. In 1929, they incorporated, charged membership dues, took over the stocking of the lake, managed the fleet of



Receiving congratulations for the Helms Award from Scovill president Malcolm Baldrige (second from right), are (from left): Fred Wilson, manager of employee activities; Ruth Peterson of the Employee Activities Office; and Ed Borowski, president of the S.E.R.A.

The Man Behind the Program

Fred A. Wilson, Manager of Employee Activities for Scovill Manufacturing Co., Waterbury, Conn., joined that company in his present capacity in 1944 and assumed responsibility for developing facilities and promoting a broad range of programs on a corporate basis. That he has been successful in this endeavor is evidenced by Scovill being named recipient of the 1968 Helms Award, annually presented to the nation's outstanding industrial recreation program.

Prior to his coming to Scovill, Mr. Wilson was Recreation Director for Ranger Aircraft Div. of Fairchild Aviation. Before that he taught and coached in the Connecticut and West Virginia high school systems. A 1935 graduate of the University of West Virginia, he earned his Masters degree there in 1944.

Long prominent in the employee recreation movement, Mr. Wilson has served as an executive officer and member of the board of the National Industrial Recreation Assn. and is president of the local and state recreation society. In addition, he has authored a number of articles concerning industrial recreation for newspapers and professional magazines.

boats and sponsored various shooting and fishing competitions. With this modest beginning the Scovill Rod & Gun Club developed to its present status embracing all activities typical of the organization.

At the Scovill Waterbury operation, 5,000 employees and their families now share in the recreation program. Active employee interest and program participation has bred a broad range of events and facilities. Recreation prospers. Once a facility is completed through Company-Employee cooperation, the Company turns it over to the Employee Association for operation.

The formal development of recreation activities and facilities at Scovill had its beginning in 1944. At this time, a

Recreation Director was employed by the Company, funds were made available from various sources and an employee recreation corporation was established.

The Association embraces all employees constitutionally by virtue of employment with no dues. The Employee Association is responsible for the development, maintenance, supervision and promotion of facilities and activities on a plant-wide basis.

In addition to the Scovill Employee Recreation Association, there still remains the three old established State Incorporated clubs, namely, Girls' Club, Rod and Gun, and Foremen's Club who promote activities consistent with their respective interests. Every effort is made to protect the identity of these clubs and assistance is given in an effort to help in the many ventures these clubs promote for their dues-paying members. These clubs share in the use of all facilities which are scheduled on a first-come-first-served basis.

In addition to the established club activities, much of the program is promoted on a divisional and departmental basis. This type of promotion embraces all types of social activity, trips to sporting events, salt water fishing, card tournaments, golf outings, sight-seeing and theatre trips.

Another group who have a well-rounded program are the retired employees. They not only have their own activity but are welcomed and encouraged to participate in all regularly-scheduled employee affairs. The Scovill Employee Recreation Association provides for a Christmas Party, a spring and fall outing, where all retired employees and their spouses are invited to attend. In addition, the retiree is invited to the auditorium on a monthly basis for musicals, travelogs, lectures, showing of slides of company tours, and of course, refreshments are always served. In line with this, the city-wide Retired Workers' Council holds their annual outing at the Woodtick recreation area.

The Scovill Union promotes a number of activities and uses company facilities on many occasions. The Employee Activities Office cooperates with the respective committees to bring these events to a successful conclusion.

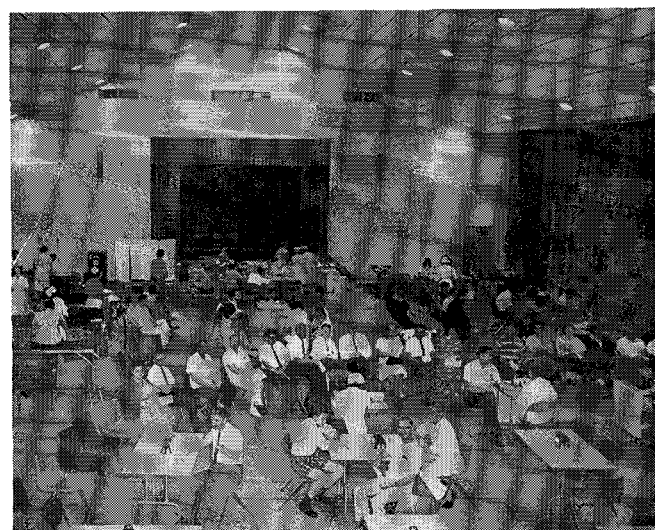
Even though several basic facilities including a family beach and picnic area, club and departmental outing area, rifle range, fishing and boat dock, and an all-purpose indoor facility have been developed over the years, much use is made of municipal parks and schools, civic and commercial facilities. This of course would indicate a broad range of activity and it might be well here to point up some of the more unusual affairs.

In the early spring, an annual golf clinic is held featuring an outstanding golf personality; the bowling season is concluded with a company-wide sweepstakes; the closing of swimming season features a spectacular water show; the fishermen feature an outstanding sportsman at the annual awards banquet; employee children and grandchildren and retired employees are given seasonal parties; at year's end, the Foremen and Girls' Clubs promote a Christmas program where food baskets and toys are provided for the unfortunate folks who for one reason or another have run into hard times and would have little to be cheerful for during the holiday season; the annual athletic awards banquet; the season-long fishing competitions and the four-day fishing contest; company-wide bridge tournament; four blood drives annually; hobby and stamp show; employee children and grandchildren day camp; annual spring and summer group tour programs.

The promotion of annual affairs where a high standard in all areas is maintained has proven to be well accepted,



Scovill employee children and grandchildren enjoy a nine-week day camp each summer at the Swimming and Recreation Area. They may sign up for as few or as many weeks as they like and choose the weeks.



Here's a scene from one of the four annual blood drives. Employee participation is 22 percent. The setting is the new all-purpose indoor facility, where many sporting activities can be conducted simultaneously.



The departmental and club outing area consists of a pavilion and cooking facilities, bocce, horseshoe and volleyball courts and a softball diamond, all set in a beautifully-wooded area.



(Above) The 500-foot beach at the Woodtick Recreation Area attracts thousands of employees, family members, and guests. (Below) The Scovill Girls' Club annually promotes funds to provide Christmas baskets of food and toys for poor families.



and very much in demand. There are many well-established events that have had their 25th renewal. For example, the annual "Golf Clinic" just prior to the opening of the golf season and the annual company-wide golf outing with the competition of all league play or the company-wide bowling sweepstakes have both been promoted for twenty-six years.

There are seventeen annual, one day or evening, activities that have run successfully for the twenty-fourth time. These annual events which have proven to be so successful usually reflect the beginning or end of a seasonal activity. The water show featuring the "Woodtick Belles" closes the summer swimming season. The children's Day Camp which has concluded its 25th year starts at the end of the school year and terminates with the beginning of school. The 25th New Year's Party is the "end of the old and beginning of the new".

It is well to mention here that varsity sports do not play a part in the program but rather the effort is concentrated on an inter-departmental basis. It is felt best to dispense available funds for the more representative group than to the talented few. There has been little or no pressure for varsity teams since they were abandoned in 1950. The departmental and divisional competitions embrace most phases of athletics, cards, and fishing.

Social, outing, and cultural activities, along with the travel program and the many personal services, such as hotel and transportation, and tickets for all types of athletics and theatrical performances round out a highly diversified list of activities.

In addition to recognized recreational activities, much is

done from the Employee Activities Office on the community level. The Manager of Employee Activities serves in an official capacity, coordinating the area Arts Festival, local and state blood program, Chairman regional Heart Association and community fund raising campaign.

Financing a recreation program in industry takes many forms. However, all are working to the same end and the type of financing reflects local conditions, and what the employee and management feel will bring about the most healthy climate. At Scovill, it is a cooperative effort between the employee and management. Buildings and land are provided by the Company, as is heat, light, and insurance, and the administrative personnel to coordinate all phases of the program. The operating funds are derived from various sources.

A great portion of the vending commissions are given to the Employee Association. Admissions and food service are other sources of revenue. As mentioned above, there are no dues for the Employee Association but all other groups collect dues to help in their respective promotions.

Even though the employee contributes substantially in money and time, the use of existing company land, buildings, and water makes for a fine cooperative effort. In addition, the Manager of Employee Activities and his staff are provided by the company in order to give the leadership, direction, and coordination in the use of facilities and the promotion and scheduling of program events.

Since Scovill has recently developed several divisions throughout the country, through sub-divisions or acquisition, the Management has requested the Manager of Employee Activities to extend his service in the development of recreation programs in each division. Again, this reflects the attitude which the Scovill management has toward employee recreation and its prominence in that phase of Employee Relations. ■■

Winners of the coveted Helms Award

- 1959—The Lockheed Aircraft Corp.,** Burbank, Cal., Frank Davis, manager of the Lockheed Employees Recreation Club.
- 1960—West Point Manufacturing Co.,** West Point, Ga., Robert A. Turner, coordinator of recreation.
- 1961—Aerojet-General Corp.,** Sacramento, Cal., Lee Corbin, manager, Recreation Center.
- 1962—General Dynamics/Fort Worth,** Fort Worth, Tex., Thomas G. Croft, recreation administrator.
- 1963—Goodyear Tire & Rubber Co.,** Akron, O., Charles E. Bloedorn, director of recreation.
- 1964—No award given.**
- 1965—North American Aviation, Inc.,** Los Angeles, Kenneth Kellough, corporate administrator of recreation and welfare.
- 1966—The National Cash Register Co.,** Dayton, O., C. R. Gillaugh, recreation director.
- 1967—Kaiser Aluminum & Chemical Corp.,** Ravenswood, W. Va., Roy E. Ellington, recreation counselor.
- 1968—Scovill Manufacturing Co.,** Waterbury, Conn., Fred A. Wilson, manager of employee activities.



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7 days in exotic Hawaii
3 days in fabulous Las Vegas**

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WITH BROCHURES FOR EVERY MEMBER AT
ABSOLUTELY NO COST OR OBLIGATION.
DEPARTURES ARE SCHEDULED EVERY
WEEK AND WILL BE FROM YOUR AREA.**

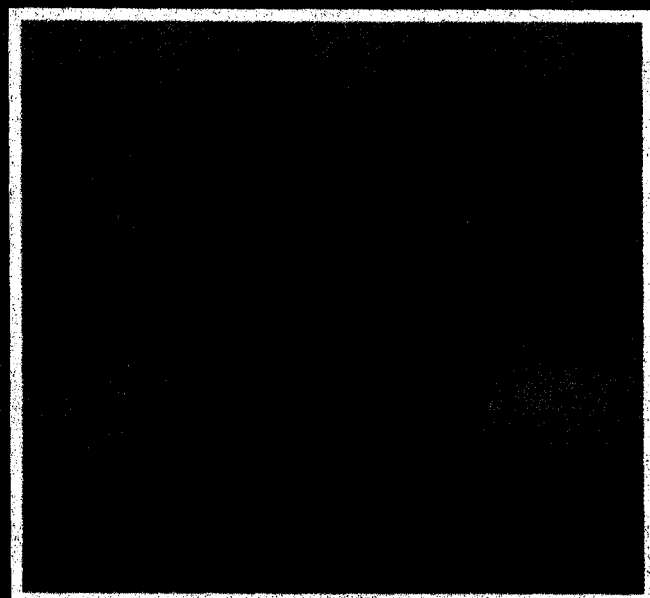
Per person basis double occupancy plus 5% tax and services.



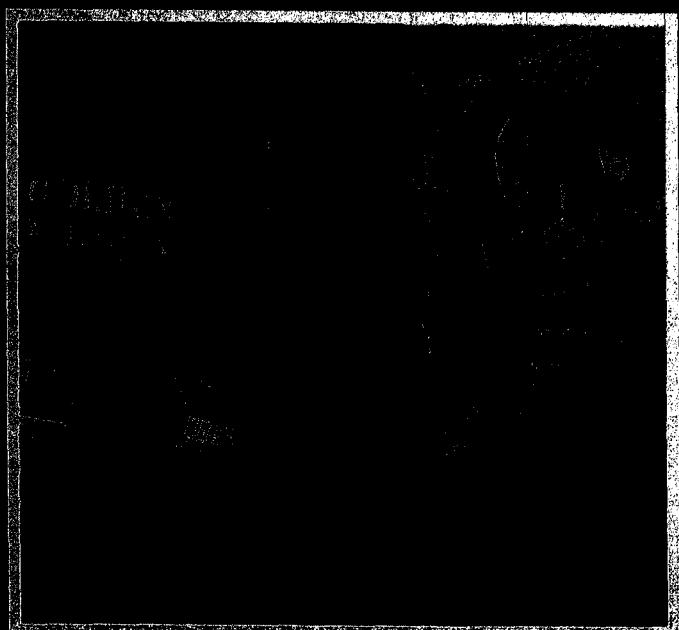
**via Overseas National Airways
or Universal Airlines
certificated supplemental carriers**

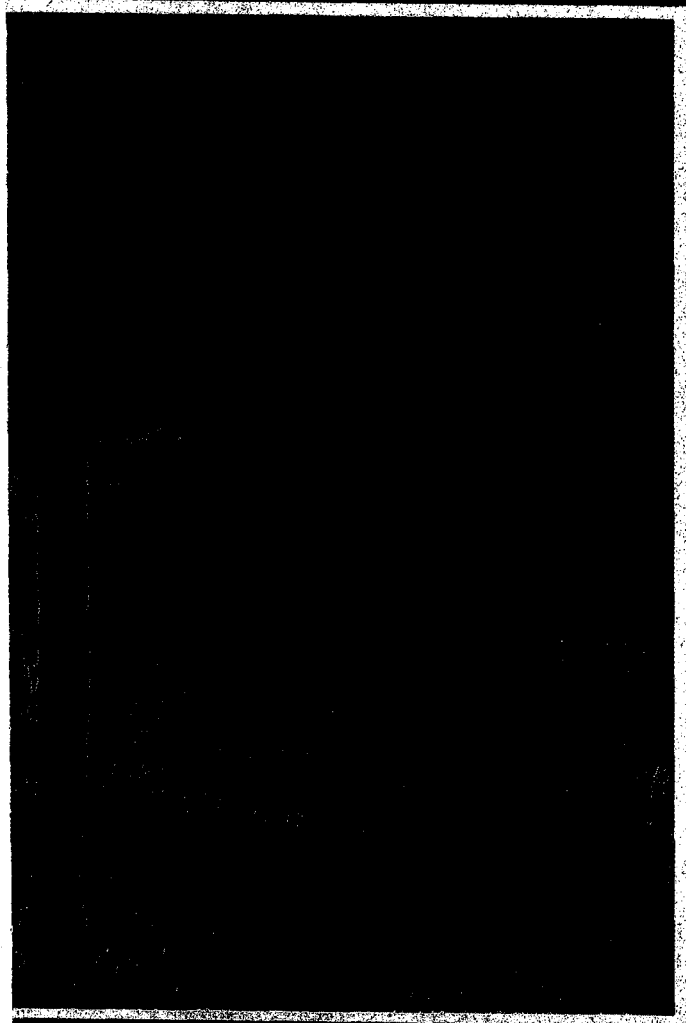
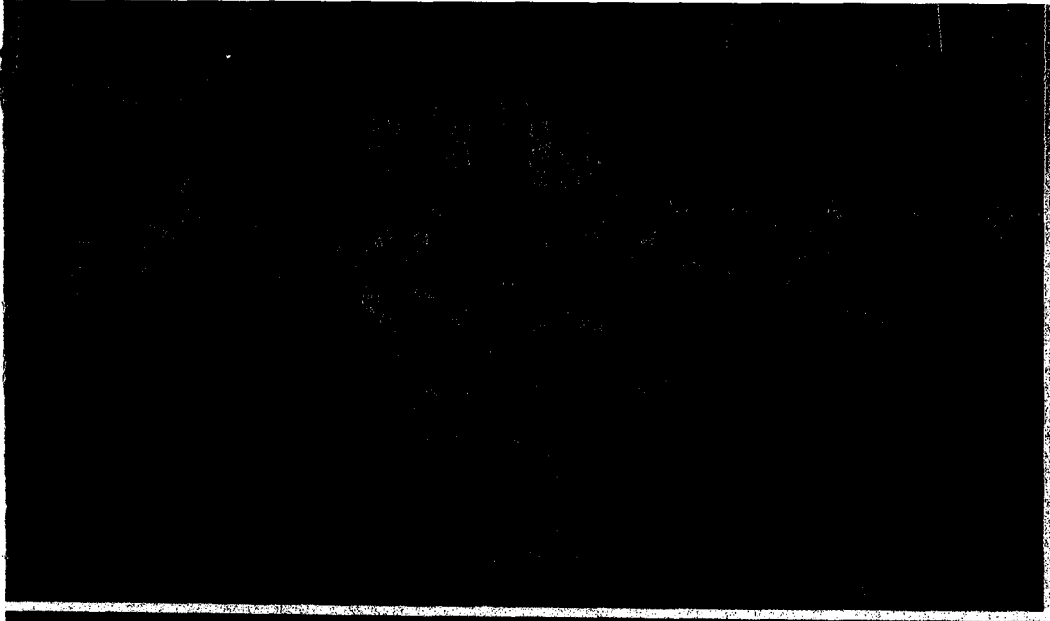


LAS VEGAS!

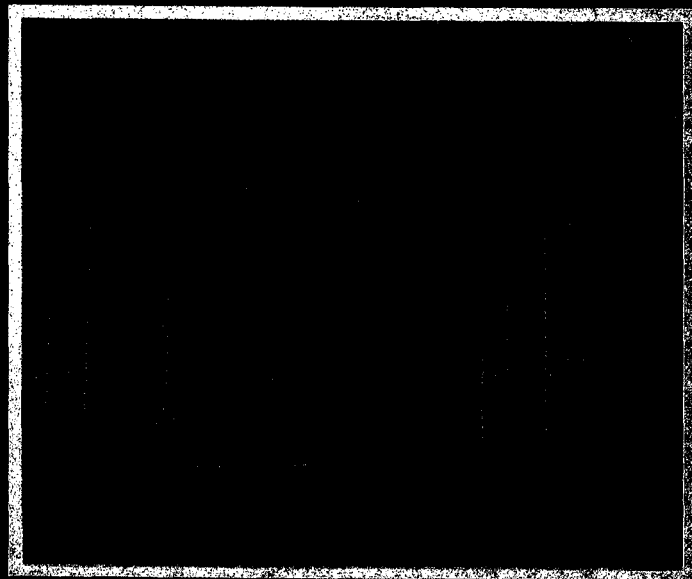


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NIRA 1969 BUYERS GUIDE

PURPOSE OF THE GUIDE: It is NIRA's primary intention in developing this guide to give you, the recreation director, a useful year-round tool for the selection and purchase of recreation goods and services; secondly, the guide is intended to provide a unique service to the companies listed here, because they have demonstrated their support for NIRA through memberships, advertising, or exhibits at NIRA conferences.

HOW TO USE: Firms are listed in alphabetical order in sections which describe their general field of interest —

"SPORTING GOODS, TRAVEL," etc. — and when further classification is necessary, according to a specific product or service — "Table Tennis, Tour Operator," and so forth.

(For a complete breakdown of categories, see below.)

ADS IN THIS ISSUE: In many cases, the firms listed in the Guide have advertisements in this issue. A note to that effect is carried with the listing and it will be helpful to you to refer to the ad for a complete product appraisal when using the guide.

ATHLETIC APPAREL

BEVERAGES

CRAFTS & GAMES

ENTERTAINMENT

FACILITIES

- Architects
- Recreation Equipment
- Maintenance Supplies

PRIZES, TROPHIES, GIFTS

SERVICE ORGANIZATIONS

SPORTING GOODS

- Archery
- Baseball
- Basketball
- Billiards
- Bowling
- Fishing Tackle
- Football
- Golf

—Softball

—Shooting Sports

—Table Tennis

—Tennis

TRAVEL

—Carriers

—Hotels & Resorts

—Tour Operators

—Convention Bureaus

VENDING

MISCELLANEOUS

ATHLETIC APPAREL

AMERICAN TROPHY & AWARD CO. 312 WE 9-3252
Complete selection of bowling shirts at industrial league discounts.
—Bowling Shirt Div., P.O. Box 4413, Chicago, Ill. 60680

AMF BOWLING PRODUCTS GROUP 516 ED 3-6900
Full line of bowling equipment—and sporting goods under the Voit label.
—J. M. Shoenberg, Jericho Turnpike, Westbury, L.I., N.Y.

BRUNSWICK CORP. 312 341-7000
Complete line of bowling accessories.
—J. G. Thomas, V.P., 69 W. Washington, Chicago, Ill. 60602

BRUNSWICK SPORTS 513 541-3464
Varied line of athletic and sportsman's apparel under "MacGregor" and "Red Head" labels.
—4861 Spring Grove Ave., Cincinnati, Ohio

CHAMPION KNITWEAR CO., INC. BR 1-2235
Colorful processed athletic garments for all programs
—115 College Ave., Rochester, N.Y. 14607

CONVERSE RUBBER CO. 312 FI 5-3440
Footwear for basketball, tennis, track, football, boating, fishing, and hunting.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.

CRU-CUT SMITH MFG. CORPORATION 212 685-9100
Imprinted sportswear — Tee shirts — Sweat shirts — Gym uniforms, Lab coats and the "Unshrinkables".
—271 Fifth Avenue, New York, N.Y. 10016

DALLAS UNIFORM CAP & EMBLEM MFG., INC. RI 2-4511
Sports caps; Swiss embroidered emblems.
—2930 Main St., Dallas, Texas 75226

KING LOUIE INTERNATIONAL, INC. 816 BA 1-2977
Bowling shirts and blouses; skirts and slacks.
—331 W. 72nd St., Kansas City, Mo. 64114

THE MACGREGOR CO.
Varied line of sporting goods apparel. (See listing under Brunswick Sports.)

VELVA SHEEN 272-3600
Imprinted Sweatshirts, T-Shirts, Jackets, banners, gym uniforms, and childrens garments.
—3860 Virginia Avenue, Cincinnati, Ohio 45227

BEVERAGES

THE COCA-COLA CO. 404 TR 5-3411
Manufacturer of syrup for Coca-Cola, Sprite, Fanta, and Tab for bottle, fountain, pre-mix, can. Offered to industry through bottlers, wholesalers, jobbers, and cup operators in vending machines and over-the-counter dispensers.
—J. T. Daniel, Jr., P.O. Drawer 1734, Atlanta, Ga. 30301

THE SEVEN-UP COMPANY 314 GA 1-0960
Seven-Up is available in bottles, cans, pre-mix or fountain syrup. Vending machines and special events equipment available in most areas. Contact local Seven-Up bottler.
—J. R. Schaack, 1300 Delmar Blvd., St. Louis, Mo. 63103

CRAFTS & GAMES

DIMCO-GRAY COMPANY

513 224-1913

Complete line of shuffleboard equipment. Premium quality. "Free-Glide" sets for public court and tournament players. Budget price "Sunlife" sets for schools, churches, recreation centers, etc. Regulation and 2/3 size (indoor) sets, court layout plans, games rules, catalog of Dimco sets.

—208 East Sixth St., Dayton, Ohio 45402

(See ad on page 48)

HAMMATT & SONS

714 JE 4-9564

Recreational games and supplies—table games—carom boards, Table Golf, Maze, Table Croquet, Volo, Battle Royal, Paddle Pool, etc. Ring-A-Tac-Toe—a new item. Baseball bases, home plates and pitching mounds.

—Y. F. Hammatt, 1548 Orangewood, Anaheim, Calif. 92802

(See ad on page 47)

PATTERSON INTERNATIONAL CORP.

Foosball and Flip Match table games for employee recreation clubs and game rooms.

—Leisure Time Products Group, Alms Hotel Building, Cincinnati, O. 45206

U. S. PLAYING CARD CO.

Manufacturers of playing cards: Congress, Bicycle, Bee's, etc.

—Allison F. Stanley, Pr., Beech St. & Park Ave., Cincinnati, O.

WHITMAN PUBLISHING CO.

Manufacturers of plastic-coated playing cards.

—Div. of Western Publishing Co., Jerry Brown, Adv. Mgr., Racine, Wis.

WFF'N PROOF

313 761-5523

Instructional games for teaching logic, mathematics, set theory, social studies, geometry, and arithmetic.

—2253 Medford Rd., Ann Arbor, Mich. 48104

WORLD WIDE GAMES, INC.

614 363-2324

High quality games made of walnut, cherry, maple and oak woods. Excellent games for recreation room at plants. Also larger games such as Skittles a good game for awards. Smaller games good for gifts to children of employees at parties or for Christmas.

—Warren Bailey, President, Box 450, 3527 West S.R. #37, Delaware, Ohio 43015

ENTERTAINMENT

AMERICA ON WHEELS

Roller skating rinks.

—M. L. Farcher, Exec. V.P., 1018 Sherman Ave., Elizabeth, N.J. 07208

CHICAGO CUBS

National League baseball team.

—William E. Wonder, Dir. of Customer Services, 410 N. Michigan Ave., Chicago, Ill. 60601

CINCINNATI REDS, INC.

513 381-0711

National League baseball club.

—Bob Farrell, Director, Group Sales, 415 Central Trust Bank Tower, Cincinnati, O. 45202

DINERS CLUB, INC.

313 341-4400

Diners Club credit cards.

—11000 W. McNichols Rd., Detroit, Mich. 48221

FILMS INCORPORATED

Top flight motion pictures in 16 mm prints. For company parties, as a serialized entertainment break at noon hours, for management groups. Write for complete catalog.

—A subsidiary of Encyclopædia Britannica Films Inc., 1150 Wilmette Ave., Wilmette, Ill. 60091

KEN GRIFFIN PRODUCTIONS

ENTERTAINMENT: Producers of stage shows featuring Ken Griffin, America's great touring illusionist for industrials, conventions, recreation depts., etc.

—A. P. Pinkerton, Rm. 603, 6331 Hollywood Blvd., Hollywood, Calif. 90028

ICE CAPEDES, INC.

213 HO 9-2767

Producer of two major ice shows. Services to all industry for special group ticket prices, for personnel and families, for all cities played in the United States and Canada.

—Harold Dunn, Leo Loeb, 6121 Santa Monica Blvd., Hollywood, Calif. 90038

LINCOLN CENTER FOR THE PERFORMING ARTS

212 TR 4-4010

Guided tours including lunch or dinner; tickets to performances in various theatres of Lincoln Center, including Philharmonic Hall, home of the New York Philharmonic; New York State Theatre, with ballet, operetta, musical comedy; Vivian Beaumont Theatre, for drama. Library-Museum of Performing Arts, and the new Metropolitan Opera.

—Carl Cannon, Lincoln Center Plaza, New York, N.Y. 10023

NATIONAL COLLEGIATE FILM SERVICE

312 TA 9-7785

Complete library of instructional films for showing to groups on a rental basis.

—1030 W. Chicago Ave., Chicago, Ill. 60622

SHOW-BIZ COMEDY SERVICE

212 336-0605

Supply Comedy Material and scripts for Dramatics, Variety & Minstrel Shows.

—G. Schindler, 1735 East 26 Street, Brooklyn, New York 11229

TWYMAN FILMS, INC.

513 222-4014

16MM sound motion pictures for employee recreation programs.

—Alan P. Twyman, 329 Salem Ave., Dayton, O. 45401

FACILITIES

ARCHITECTS

BRAUER & ASSOCIATES, INC.

Landscape Architects.

—Donald G. Brauer, President, Box 6187, Edina, Minn. 55424

RALPH H. BURKE, INC.

312 631-2263

Architects. Complete architectural and engineering services as recreation consultants. Includes recreation surveys, feasibility studies, site planning, site selection. Design of swimming pools, artificial ice rinks, Par 3 golf courses, recreation centers, marinas, parks.

—J. L. Donoghue, Pr., 20 N. Wacker Dr., Chicago, Ill. 60606

(See ad on page 47)

RECREATION EQUIPMENT

ALL-STAR GOALS

Complete basketball goal units \$89.50. Ten-year guarantee. Thirty-day free trial.

—854 Massachusetts Ave., Indianapolis, Ind. 46204

AMERICAN PLAYGROUND DEVICE CO.

Park & Playground Apparatus: Heavy duty playground, swimming pool, dressing room equipment; picnic grills and tables, park benches, softball and tennis backstops, basketball goals and backstops, chain link steel tennis nets, outdoor physical conditioning apparatus.
—Warren P. Miller, President, Nahma, Mich.

AMF BOWLING PRODUCTS GROUP 516 ED 3-6000

Manufacturers of automatic pinspotters; underlane ball returns; streamline decor equipment; bowling lanes, pins, balls, bags, and shoes.
—J. F. Donovan, Jericho Turnpike, Westbury, L.I., N.Y.

BATTLE CREEK EQUIPMENT COMPANY 616 962-6183

Manufacturers of a complete line of health, exercise and fitness equipment, to include rowing machines, treadmill walkers, stationary and electric bicycle exercisers, massage belts, massage rollers, treatment tables, steam cabinets, sunlamp and infra-red lamp items.
—A. K. Thorngate, 307 Jackson St., Battle Creek, Mich. 49016

BRUNSWICK CORP. 312 341-7000

Manufacturers of automatic pinspotters and billiard tables, as well as complete line of bowling and billiard facility equipment.
—G. J. O'Keefe, 69 W. Washington, Chicago, Ill. 60602

CALIFORNIA PRODUCTS CORP. 617 547-5300

Manufacturers of paints—interior and exterior; building products; special finishes; special finishes for asphalt.
—169 Waverly Street, Cambridge, Mass. 02139
(See ad on page 19)

CEDAR FOREST PRODUCTS CO. 815 946-2331

Designers and manufacturers of pre-cut western red cedar buildings for parks, recreation, group camps, and executive retreats. Comprehensive system planning.
—Polo, Illinois 61064
(See ad on page 49)

COMMERCIAL LIGHTING EQUIPMENT CO. 213 589-5571

Manufacturers of fixtures, lamp bulbs and poles especially for the art of sportlighting.
—8636 Graham Avenue, Los Angeles, Calif. 90002

EXER-GENIE, INC. 714 526-4607

Exer-Genie exerciser — isometric and isotonic for convenience and efficiency in exercise.
—P.O. Box 3237, Fullerton, Calif. 92634

FLICK-REEDY EDUCATIONAL ENTERPRISES 312 PO6-3400

Exer-Cor—Exercisor for physical fitness.
—7N015 York Rd., Bensenville, Ill. 60106

FORM, INC. 313 438-8391

"Sculpture for Play" Pre-cast concrete playground equipment.
—12900 W. Ten Mile Rd., South Lyon, Mich. 48178

GAME TIME, INC. 517 542-2345

Playground equipment, physical fitness equipment, park equipment, docks, sign making machines and mobile recreation units.
—Robert S. Wormser, President, 900 Anderson Road, Litchfield, Michigan 49252

GENERAL PLAYGROUND EQUIPMENT, INC.

The "Fun Ful" Line of park and playground equipment, proven in service for over 1/3 century.
—1139 South Courtland Avenue, Kokomo, Ind. 46901
(See ad on page 46)

HERITAGE TIMBER BUILDINGS, INC. 312 825-7230

Pre-cut recreation buildings of Western Red Cedar timbers.
—56 Dee Road, Park Ridge, Ill.

JAMISON, INC. 213 532-7200

Offers FANTASY playground equipment in such themes as Space, Pioneer, Nautical, or Storybook, in addition to standard playground, athletic field, and grounds equipment. Write for colorful free catalog.
—19253 South Vermont Ave., Torrance, Calif. 90509

LOMMA ENTERPRISES, INC.

Miniature golf courses installed indoors or outdoors. Excellent financing available.
—Dept. 23, Scranton, Pa. 18501

MacLEVY PRODUCTS CORP. 212 947-4073

Saunas, steam rooms, gymnasium and health club equipment—everything for the employee fitness center.
—316 Fifth Ave., New York City 10001

MARCY GYM EQUIPMENT COMPANY 213 223-4071

Quality Gymnasium and health club equipment.
—945 N. Main St., Los Angeles, Calif. 90012

MIRACLE EQUIPMENT CO. 515 236-4000

Complete line of playground equipment featuring fiberglass swings, slides, whirls, tables, benches, and shelters in permanent colors. New 3 and 5 row portable bleacher in rainbow colored fiberglass.
—D. H. Howig, Box 275, Grinnell, Ia. 50112

PARAMOUNT HEALTH EQUIPMENT CORP. 213 232-8171

A complete line of exercise equipment for employee recreation and fitness centers.
—3000 Santa Fe Avenue, Los Angeles, Calif. 90058

PARK & PLAYGROUND EQUIPMENT CO. 314 821-5552

Cedar-Wood picnic shelters; six sizes, all western red cedar, pre-cut and drilled. Hardware, shingles, stain furnished.
—Roland M. Hoerr, Jr., President, 9705 Highway 66 Suite 405, St. Louis, Missouri 63126

RECREATION EQUIPMENT CORP. 317 643-5315

Playground equipment, swimming pool equipment, indoor basketball backstops.
—John D. Nash, Dept. RM, Anderson, Ind.

TROJAN PLAYGROUND EQUIPMENT MFG. CO.

Manufacturers of a complete line of playground equipment.
—St. Cloud, Minn. 56301

UNIVERSAL ATHLETIC SALES CO. 209 251-4251

Demonstration of Universal-Hercules 9-station conditioner and other Universal gym products.
—4707 E. Hedges, Fresno, California 93703

VINYL PLASTICS, INC. 414 458-4664

Slick-Iceless skating rink 3'x8' portable units.
—1825 Erie Ave., Sheboygan, Wis. 52081

PRIZES, TROPHIES, GIFTS

A-B EMBLEM CORPORATION 704 645-3015

Designers and manufacturers of swiss embroidered cloth emblems for all uses.
—Weaverville, N.C. 28787

AMERICAN TROPHY & AWARD CO. 312 WE 9-3252

Manufacturing and sales. Trophies and plaque awards, business gifts, and specialists in incentive programs for industry. Custom engravers.
—Al Goldberg, 823 S. Wabash Ave., Chicago, Ill.

JOHN C. CAULKINS, LTD. 312 869-4521

Hand-embroidered, three-dimensional gold bullion blazer crests.
—John C. Caulkins, P.O. Box 102, Evanston, Ill. 60204

CITRUS FOR SERVICE CLUBS, INC.**305 567-5743**

Save an average of \$6.00 on each box of world-renowned Indian River citrus fruit. We invite your association to use our service for large savings to your members. For details on how other clubs are doing so, contact:

—W. L. Merton, 536 Indian Lilac Rd., Vero Beach, Fla. 32960

EDWIN W. LANE CO.**312 782-2317**

Incentive awards, trophies, plaques, emblematic jewelry, business gifts, advertising specialties, prizes, novelties.

—Don Thompson, 32 W. Randolph, Chicago, Ill. 60601

(See ad on page 46)

THE NEWBURY GUILD**617 522-6505**

Personalized Christmas Cards.

—Myron L. Lipson, General Manager, 76 Atherton St., Boston, Mass. 02130

ONEIDA SILVERSMITHS**315 FN 3-3000**

Manufacturers of fine holloware and trophies for all events. Write for complete catalog of items that are handsome and useful, not just ornamental.

—Arthur W. Kidd, Sls. Mgr., Oneida, N.Y. 13423

IRVING PUKEL CORP.**212 GR7-7733**

Swiss musical stuffed plush toys — non-musical plush toys for ages 1 to 80.

—I. Pukel, 107 E. 2nd St., New York, N.Y. 10009

SAUNDERS MFG. & NOVELTY CO.**216 241-3817**

Christmas toys and packages, candy canes and stockings; party favors and hats for New Year's.

—Dave Shanker, 708 Frankfort Ave., Cleveland, O. 44113

SEABURY AND COMPANY**213 HU 3-5744**

Employee awards, novelties, goodwill builders.

—Neil E. Olinger, Sales Director, 1315 W. 7th St., Los Angeles, Calif. 90017

SWISSTEX EMBROIDERED EMBLEMS**215 426-6646**

Embroidered emblems for employees jackets, advertising and awards.

—Osmund Geier, sls mgr., 323 E. Alleghany Ave., Philadelphia, Pa. 19134

WILSON TROPHY COMPANY**314 726-2626**

Trophies; medals; ribbons; plaques; service pins; Elgin presentation watches; R.C.A. radios-TV, etc.; and custom designed awards.

—C. W. Wilson, P.O. Box 9596, St. Louis, Missouri 63161

(See ad on page 43)

SERVICE ORGANIZATIONS

AMATEUR SOFTBALL ASSOCIATION

Official softball rulebook and guide; BALLS & STRIKES, softball newspaper; illustrated softball rules and how to improve your softball; full advisory service to all NIRA members.

—Don Porter, Skirvin Tower, Park Ave. & Broadway, Oklahoma City, Okla.

AMERICAN BOWLING COMPUTER SERVICE, INC.**317 362-5827**

Computerized record-keeping for industrial bowling leagues.

—Woodson Hobbs, State Road 231 North, Crawfordsville, Ind.

AMERICAN BOWLING CONGRESS**414 962-3520**

A non-profit membership organization dedicated to fostering good fellowship and interest in the game of tenpins among its five million male members. Its goals are pursued through adoption and administration of uniform playing rules and equipment specifications and by providing awards and other services to a wide range of members—collegians, adults and senior citizens.

—Frank K. Baker, 1572 East Capitol Dr., Milwaukee, Wis. 53211

AMERICAN FISHING TACKLE MFRS. ASSN. 312 CE 6-0565

A non-profit organization of U.S. manufacturers whose objective is to maintain a high standard of conduct, efficiency and usefulness to the industry, to the government and to the public.

—A. J. Boehm, Exec. Dir., 20 N. Wacker Dr., Chicago, Ill. 60606

THE ATHLETIC INSTITUTE**312 527-2680**

Visual sports instruction aids.

—Robert Bluth, Director of Promotion, 805 Merchandise Mart, Chicago, Ill. 60654

(See ad on page 15)

BABE RUTH LEAGUE INC.**609 585-9260**

Youth baseball program for boys 13 to 15 years of age.

—Richard W. Case, Pres., 524½ Hamilton Ave., Trenton, N.J. 08609

BILLIARD CONGRESS OF AMERICA**312 AN 3-6791**

Official ruling body of billiards. Publishers of official rule and record book (\$1.25); and instructional guide book (.25). Sponsors of the annual U.S. Open Billiard Tournament.

—William Gunklach, Pr., 20 N. Wacker Dr., Chicago, Ill. 60606

BOWLING PROPRIETORS ASSN. OF AMERICA 312 825-5591

National non-profit trade association with varied line of services for proprietor members and establishments. Also sponsors Youth Bowling Association.

—Howard C. Seehausen, Exec. Dir., West Higgins Road, Hoffman Estates, Ill. 60172

BOY SCOUTS OF AMERICA**201 249-6000**

Fun, character development, citizenship training, physical fitness programs for the boys of America.

—Wallace Hill, Dir. Industrial Relations, New Brunswick, N.J.

COMPUTER RESEARCH INC.**602 264-4929**

Avocational Guidance.

—Joseph E. Lewis, V.P., 222 W. Osborn Rd., Phoenix, Ariz. 85013

INTERNATIONAL ASSN. OF AMUSEMENT PARKS**312 RA 6-1528**

Dedicated to publicizing advantages of using amusement parks for company picnics and outings.

—Robert H. Blundred, Exec. Sec., 203 N. Wabash Ave., Chicago, Ill. 60601

NATIONAL ASSOCIATION OF TRAVEL ORGANIZATIONS**202 293-1433**

—James C. Gross, exec. dir., 1100 Connecticut Ave., N.W., Washington, D.C. 20036

NATIONAL BASEBALL CONGRESS

Sponsors District, State and National tournaments for non-professional baseball teams.

—Raymond Dumont, President, Wichita, Kans.

NATIONAL BOWLING COUNCIL

Materials and programs for the promotion of bowling in industrial plants, factories, and industry in general.

—Thomas W. Power, Managing Director, 2000 L Street, N.W., Washington, D.C. 20036

(See ad on back cover)

NATIONAL GOLF FOUNDATION**312 527-3564**

The nation's source of planning and organizing information for the development of all types of golf facilities. Books, factual golf information sheets and a Field Service Staff, for personal consultation, are available to individuals and groups in planning any type of golf facility. In addition, an Educational Service Division is maintained and provides golf consultation personnel, books and films to assist in the establishment of sound programs of golf instruction.

—Bill Pack, 804 Merchandise Mart, Chicago, Ill. 60654

NATIONAL INDUSTRIAL RECREATION ASSN. 312 AN 3-6696
National non-profit association dedicated to promoting recreation among industrial employees. Major source of recreational program information. Publishers of RECREATION MANAGEMENT.
—Don L. Neer, Exec. Dir., 20 N. Wacker Dr., Chicago, Ill. 60606

NATIONAL RIFLE ASSOCIATION 202 783-6505
Recreational shooting programs for rifle, pistol and shotgun. Publications on shooting subjects.
—J. H. Fauntleroy, 1600 Rhode Island Ave., N.W., Washington, D.C. 20036

NATIONAL SHOOTING SPORTS FDTN., INC. 203 637-3618
Non-profit trade association of sporting arms and ammunition, components, accessories, clothing, etc.; publishing members. Distribute literature on hunting and shooting.
—Charles Dickey, Dir., 1075 Post Rd., Riverside, Conn. 06878

NATIONAL SPORTING GOODS ASSN. 312 HA 7-8191
National trade association for the sporting goods industry; publishers of SELLING SPORTING GOODS, monthly trade magazine.
—G. Marvin Shutt, Exec. Dir., 23 E. Jackson Blvd., Chicago, Ill. 60604

U.S. TABLE TENNIS ASSN. RA 4-2791
Sanctioning tournaments, memberships, club and league affiliation, standards of rules and equipment, publicity, exhibitions, general table tennis information.
—Richard F. Feuerstein, 1031 Jackson St., St. Charles, Mo.

WOMAN'S INTERNATIONAL BOWLING CONGRESS
A non-profit, non-commercial women's bowling membership organization dedicated to the highest ideals of service, leadership, rules to three million members.
—Mrs. Freda Botkin, 1225 Dublin Rd., Columbus, O. 43212

THE WORLD OUTDOORS, INC. 203 748-2726
Free hunting, fishing, and adventure films in color and sound. Write for free catalogue.
—Fred M. Carley, P.O. Box 549, Danbury, Conn.

SPORTING GOODS

ARCHERY

BEAR ARCHERY CO.
Bear tournament and hunting bows for men and women. Plus a complete line of quality archery accessories.
—Dept. RM, Rural Route 1, Grayling, Mich.

BUFFALO OUTDOOR SPECIALTY CO., INC. 716 693-4490
Manufacturer of life-like archery ranges.
—553 River Road, North Tonawanda, N.Y. 14120

SHAKESPEARE CO. FI 4-0101
Varied line of archery equipment.
—W. J. Laurent, Adv. Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich.

BASEBALL

ADIRONDACK INDUSTRIES, INC. 315 429-5281
Adirondack bats.
—Hal Schumacher, Adv. Mgr., McKinley Ave., Dolgeville, N.Y.

BRUNSWICK-MACGREGOR CO. 513 541-3464
Varied line of baseball equipment.
—4861 Spring Grove Ave., Cincinnati, O.

J. deBEER & SON, INC. 518 465-3345
Manufacturer of baseballs.
—66 Orange St., Albany, N.Y. 12201

THE HANNA MFG. CO. LI 8-2244
Baseball Little League, and other youth league bats.
—J. E. Broadnax, P.O. Box 1266, Athens, Ga.

HILLERICH & BRADSBY CO. 502 585-5226
Louisville Slugger and H & B Baseball and Little League bats.
—Jack McGrath, P.O. Box 506, Louisville, Ky. 40201
(See ad beginning on page 5)

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Complete line of baseball gloves and associated equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Complete line of baseball equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Complete line of baseball equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

BASKETBALL

ALL-STAR GOALS
Complete basketball goal units \$89.50. Ten-year guarantee. Thirty-day free trial.
—854 Massachusetts Ave., Indianapolis, Ind. 46204

BRUNSWICK-MACGREGOR CO. 513 541-3464
Complete line of basketball equipment.
—4861 Spring Grove Ave., Cincinnati, O.

CONVERSE RUBBER CO. 312 FI 5-3440
"Chuck" Taylor All Star basketball shoes.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of basketball equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Varied line of basketball equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Varied line of basketball equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

BILLIARDS

AMF 516 ED 3-6900
Complete line of billiards for home and commercial use.
—J. M. Shoenberg, Jericho Turnpike, Westbury, L.I., N.Y.

BRINKTUN INC.
Billiard tables in a wide price and model range.
—Le Center, Minn. 56057

BRUNSWICK CORP. 312 341-7000
Billiard tables, accessories, maintenance equipment, and instructional films.
—J. G. Thomas, V.P., 69 W. Washington, Chicago, Ill. 60602

FISCHER MANUFACTURING CO., INC. 816 433-5531
Six-Pocket Billiard tables; Rebound tables.
—Tipton, Missouri 65081

MURREY & SONS CO., INC. 213 321-5161
Billiard Tables & Billiard Supplies.
—1518 Rosecrans Ave., Gardena, Calif. 90249

THE NATIONAL BILLIARD MFG. CO. 513 271-8888
Professional and home billiard tables.
—W. H. Gunklach, 3956 Virginia Ave., Cincinnati, O.
(See ad on page 42)

NORTH AMERICAN RECREATION CONVERTIBLES, INC. 203 227-4370
Institutionally constructed and optional use Roll-A-Way
Billiard Products (tables), Carom tables, Table Tennis
tables, Shuffleboard tables, Croquet, Table Tennis equip.,
Shuffleboard sets, table games.
—H. Podel, P.O. Box 417, Westport, Connecticut 06880

BOWLING

AMF BOWLING PRODUCTS GROUP 516 ED 3-6900
Complete line of bowling equipment and accessories.
—J. M. Shoenberg, Jericho Turnpike, Westbury, L.I., N.Y.

BRUNSWICK CORP. 312 341-7000
Bowling equipment, supplies, and instructional films.
—J. G. Thomas, V.P., 69 W. Washington, Chicago, Ill.
60602

FISHING

SHAKESPEARE CO. FI 4-0101
Varied lines of fishing tackle.
—W. J. Laurent, Adv. Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich.

CONVERSE RUBBER CO. 312 FI 5-3440
Varied line of fishing boots and chest waders.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.

FOOTBALL

BRUNSWICK-MACGREGOR CO. 513 541-3464
Varied line of football equipment.
—4861 Spring Grove Ave., Cincinnati, O.

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of football equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Varied line of football equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Varied line of football products.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

GOLF

BRUNSWICK-MACGREGOR CO. 513 541-3464
Varied line of golf goods.
—4861 Spring Grove Ave., Cincinnati, O.

B & W GOLF BALL CO. 312 AV 3-7111
—6244 W. Belmont Ave., Chicago, Ill. 60634

FAULTLESS RUBBER COMPANY 419 322-1533
Manufacturers of new one piece solid Golf Balls. High
compression—Long distance—Smileproof—Guaranteed.
—Joe Altomonte, 268 East Fourth Street, Ashland, Ohio
44805

GOLF BALL ADVERTISING CO. 215 LO 3-3745
Golf balls, liquid or steel center, imprinted with company
and/or golf league names, trademarks. Direct factory
distributors.
—Chick White, Sls. Mgr., P.O. Box 4332, Philadelphia, Pa.

HILLERICH & BRADSBY CO. 502 585-5226
Louisville Slugger and Power-Bilt golf clubs.
—Jack McGrath, P.O. Box 506, Louisville, Ky. 40201
(See ad beginning on page 5)

HOLLEY PLASTICS COMPANY 313 536-9039
—8655 E. Eight Mile Rd., Warren, Michigan 48089

LOMMA ENTERPRISES, INC.
Miniature golf courses installed indoors or outdoors. Ex-
cellent financing available.
—Dept. 23, Scranton, Pa. 18501

NORTHWESTERN GOLF CO. 312 275-0500
Golf equipment and accessories.
—Chet H. Condon, 4701 N. Ravenswood Ave., Chicago,
Ill. 60640

PAR GOLF MFG. CO. 309 787-1757
Golf supplies for indoor and outdoor practice range,
miniature, regulation, and Par 3 courses. Wholesale prices
on golf balls, bags, clubs, and accessories.
—535 Eighth Ave., Milan, Ill. 61264

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of golf goods.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SHAKESPEARE CO. FI 4-0101
Varied line of golf goods.
—W. J. Laurent, Adv. Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich.

SPALDING SALES CORP. 413 536-1200
Varied line of golf equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WITTEK GOLF RANGE SUPPLY CO., INC. 312 463-2636
Complete line of Equipment & Supplies for golf ranges,
miniatures, Par-3 & regulation courses. Personalized golf
balls our specialty.
—Robert Wittek, 3650 Avondale, Chicago, Ill. 60618
(See ad on page 52)

WILSON SPORTING GOODS CO. 312 GL 6-6100
Complete line of golf equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

SOFTBALL

ADIRONDACK BATS, INC. 315 429-5281
Adirondack bats.
—Hal Schumacher, McKinley Ave., Dolgeville, N.Y.

J. deBEER & SON, INC. 518 465-3345
Manufacturer of softballs.
—66 Orange St., Albany, N.Y. 12201

BRUNSWICK-MACGREGOR CO. 513 541-3464
Complete softball line.
—4861 Spring Grove Ave., Cincinnati, O.

THE HANNA MFG. CO. LI 8-2244
Softball bats.
—J. E. Broadnax, P.O. Box 1266, Athens, Ga.

HILLERICH & BRADSBY CO. 502 585-5226
Louisville Slugger and H & B softball bats.
—Jack McGrath, P.O. Box 506, Louisville, Ky. 40201
(See ad beginning on page 5)

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of softball equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Varied line of softball goods.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Equipment and accessories for softball.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

SHOOTING SPORTS

BENJAMIN AIR RIFLE CO.

Lightweight, single-shot air rifles and pistols. No recoil, safe to use indoors or out.
—1525 S. 8th St., St. Louis, Mo. 63104

DAISY/HEDDON

501 ME6-1200

Complete line of adult shooting equipment including new V/L. Caseless ammo rifle, "Quick Skill" shooting kit, famous Daisy/FWB Model 150, Olympic Gold Medal Winner and the Daisy/FWB Model 65 precision air pistol. Also complete line of CO2 and spring, air-propelled BB guns and pistols. Instructional materials available free for all air rifle marksmanship training.
—Division, Victor Comptometer Corporation, Rogers, Arkansas 72756

(See ad on page 48)

GUN-HO SPORTS CASES AND EQUIPMENT MFGRS.

612 224-5381

Archery, shot gun, rifle & pistol cases.
—501 Robert St., St. Paul, Minnesota 55101

SAVAGE ARMS

413 LO 2-2361

Manufacturers of "Savage," "Stevens," and "Fox" sporting shotguns and rifles; Savage reloading equipment (shot-shell and center fire cartridge). Sole source in U. S. and Canada for "Anschutz" small bore target rifles and "Savage/Anschutz" target and sporting rifles; Savage telescopic sights.
—Div. of Emhart Corp., W. J. O'Connor, V.P. Sales, Westfield, Mass. 01085

SHOOTING EQUIPMENT, INC.

312 656-6363

Everything needed for safe, efficient shooting ranges. Free design assistance and literature.
—Ted Busch, Sls. Mgr., 4616 W. 20th Street, Chicago, Ill. 60650

(See ad on page 46)

SHOOT-O-RAMA

312 MA 3-6455

Indoor shooting range.
—Frank Briggs, Director of Promotion, 1015 Belvidere Rd., Waukegan, Ill. 60085

WINCHESTER FRANCHISE OPERATIONS

777-7911

Service for industrial shotgun league shooting.
—Jim Dee, 275 Winchester Ave., New Haven, Conn. 06504

TABLE TENNIS

BRINKTUN, INC.

Brinktun Fold-n-Roll tennis tables.
—5740 Wayzata Blvd., Minneapolis, Minn. 55416

NORTH AMERICAN RECREATION CONVERTIBLES, INC.

203 227-4370

Institutionally constructed and optional use Roll-A-Way Billiard Products (tables), Carom tables, Table Tennis tables, Shuffleboard tables, Croquet, Table Tennis equip., Shuffleboard sets, table games.
—H. Podel, P.O. Box 417, Westport, Connecticut 06880

PIPO TABLE TENNIS BALLS

America's largest distributor of table tennis balls. Guaranteed in writing to have correct bounce and give long service.
—882 Massachusetts Ave., Indianapolis, Ind. 46204

TENNIS

BRUNSWICK-MACGREGOR CO.

513 541-3464

Complete tennis line.
—4861 Spring Grove Ave., Cincinnati, O.

CONVERSE RUBBER CO.

312 FI 5-3440

Tennis shoes.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.

RAWLINGS SPORTING GOODS CO.

314 CH 1-2900

Varied tennis line.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP.

413 536-1200

Varied tennis line.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO.

312 GL 6-6100

Varied tennis line.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

MISCELLANEOUS SPORTING GOODS

ADIRONDACK BATS, INC.

315 429-5281

Skis, toboggans, croquet sets, and hockey sticks.
—Hal Schumacher, McKinley Ave., Dolgeville, N.Y.
(also see other SPORTING GOODS listings)

AUGUST INDUSTRIES

213 320-6210

Complete line of inexpensive athletic balls. Ideal for Christmas or gift programs.
—Tom Miller, 620 Maple Ave., Torrance, Calif. 90503

BRUNSWICK SPORTS

Brunswick manufactures varied lines of athletic goods including basketball, baseball, softball, track, golf, football, and others under the MacGregor label; a varied line of sportsman's apparel under "Red Head" label.
(see other SPORTING GOODS listings)

CONVERSE RUBBER CO.

312 FI 5-3440

Footwear for field, court, boating, and hunting.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.
(also see other SPORTING GOODS listings)

COSOM CORPORATION

612 545-2535

Quality plastic sporting goods products for a variety of recreation programs — Indoors or Outdoors.
—6030 Wayzata Blvd., Minneapolis, Minn. 55416

J. E. GREGORY COMPANY

509 TE 8-2144

Physical Education Equipment — Portable Volleyball, Badminton, Tennis Standards.
—307 Radio Central Building, Spokane, Wash. 99204

GYMNASTIC SUPPLY CO., INC.

120 page athletic catalog contains a complete display of gym and field equipment. Covers all major sports, minor sports, and many other hard-to-find athletic items.
—247 W. Sixth St., P.O. Box 1470, San Pedro, Calif. 90731

HILLERICH & BRADSBY CO.

502 585-5226

Louisville Slugger Hockey Sticks.
—Jack McGrath, P.O. Box 506, Louisville, Ky. 40201
(See ad beginning on page 5)

McKAIN & McKAIN

Trapit—the first new American sport in nearly a century.
—P.O. Box 425, Centralia, Ill. 62801

RAWLINGS SPORTING GOODS CO.

314 CH 1-2900

Varied line of athletic goods for track, wrestling, soccer, badminton, and other team and individual sports.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166
(also see other SPORTING GOODS listings)

SPALDING SALES CORP.

413 356-1200

Complete track, soccer, squash, badminton, and volleyball line.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.
(also see other SPORTING GOODS listings)

SUPERIOR SPORTS SPECIALTIES

213 365-9127

Tapertex Water Skis, Tow ropes, Ski Reel, Bindings.
—558 Library St., San Fernando, California 91341

WILSON SPORTING GOODS CO.**312 GL 6-6100**

Complete track line.

—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171
(also see other SPORTING GOODS listings)

TRAVEL SERVICE

CARRIERS

AIR FRANCE**212 759-9000**

International jet services worldwide. Jet Away Holiday programs for groups. Second charters.

—Sal Puccio, 1350 Avenue of the Americas, New York, N.Y. 10019

AIR-INDIA**212 PL 1-4146**

International airline serving New York, London, Paris, Prague, Geneva, Rome, Cairo, Delhi, Bombay, Calcutta, Madras and other world cities.

—Frank Martin, Sls. Mgr., 410 Park Ave., New York, N.Y. 10022

AIR WEST**415 871-6000**

DC-9 Jet — F-27 Jet Prop service to leading resort areas in eight Western States; Calgary, Canada; and La Paz, Mazatlan, and Puerto Vallarta, Mexico. Group travel plans.

—George C. Moulton, San Francisco International Airport, San Francisco, California 94128

AMERICAN AIRLINES**312 FR 2-7242**

Serving major U.S. cities, Canada and Mexico.

—O'Hare International Airport, Chicago.

AMERICAN FLYERS AIRLINE

One of the largest of the certificated supplemental air carriers. Twenty-eight years of experience in charter flights. American Flyers Airline has flown into over 300 different cities in 32 different countries in just the past two years.

—Alec S. Alexandre, Director of Sales, 3400 Continental National Bank Bldg., Fort Worth, Texas 76102

BRITISH OVERSEAS AIRWAYS CORP.**212 983-8237**

International airline encouraging employee group travel.

—Melvin T. Kirby, Asst. Bus. Travel Mgr., 245 Park Ave., New York, N.Y. 10017

CAPITOL INTERNATIONAL AIRWAYS, INC.**615 255-0673**

International Charter Airline (incentive tours, inclusive tours, affinity group tours).

—Municipal Airport, Nashville, Tennessee 37217

CONTINENTAL AIRLINES**312 263-4277**

Fly "the proud bird with the golden tail" throughout the Continental States of America.

—Wayne Goetz, Regional Manager, Convention Sales, 6 E. Monroe, Chicago, Ill. 60605

EASTERN AIR LINES, INC.**212 986-4500**

Eastern's "Charters Unlimited" are now available for Fall 1968 bookings. Exciting sun and fun resorts—Florida (East and West Coasts), the Bahamas, Mexico, Bermuda, Puerto Rico—offer low off-season rates. This is the perfect time to plan your group movements.

—Manager, Charter and Convention Sales, 10 Rockefeller Plaza, New York, N.Y. 10020

FRENCH LINE**312 939-3735**

Steamship services for groups—cruises to the West Indies and the Mediterranean—Transatlantic cruise voyages to/from Europe. On board facilities for industrial groups, conventions, etc.

Edmund Becker, 11 East Adams St., Chicago, Ill. 60603

GRACE LINE**212 344-6000**

Service Information: 13 day Caribbean Cruise every Friday aboard the American Flag twin Luxury Liners, Santa Rosa/Santa Paula, carrying only 300 passengers. Grace Line "Santas" are U.S. Flagships serving the Americas exclusively. All staterooms aboard the Santa Rosa/Santa Paula are large, outside, air-conditioned, with private bathrooms. Every Friday evening, all year round, these ships sail from New York to Curacao, N.A.; La Guaira (for Caracas), Venezuela; Aruba, N.A.; Kingston, Jamaica; Port au Prince, Haiti and Fort Lauderdale, Florida. Also special calls at St. Thomas or San Juan.

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HOME LINES, INC.**212 425-1515**

Luxury liners S.S. Oceanic and S.S. Homeric perform year-around 7-day cruises from New York to the Bahamas as well as Caribbean Cruises of varying durations.

—S. Y. Smith, Home Office Representative, 42 Broadway, New York, N.Y. 10004

(See ad on page 43)

IBERIA AIRLINES OF SPAIN

—Ray C. Warr, Sls. Div. Mgr., 518 5th Avenue, New York, N.Y. 10036

IRISH INTERNATIONAL AIRLINES**212 PL 7-9200**

International scheduled airline serving 32 European cities from New York and Boston. Specializing in employee group tours to Ireland, England, and Scotland.

—Marion Brennan Long, 572 Fifth Ave., New York, N.Y. 10036

KLM ROYAL DUTCH AIRLINES**212 PL 9-2400**

International airline, serving more than 100 cities in 68 countries on all six continents.

—Dave Seegal, 609 Fifth Ave., New York, N.Y. 10017

LUFTHANSA GERMAN AIRLINES**212 PL 9-5522**

International airline serving 77 cities in 53 countries worldwide with a choice of a surprising number of low-priced tours. Ten group tour specialists in principal cities.

—Bruno J. Bader, Commercial Sales Mgr., 410 Park Ave., New York, N.Y. 10022

NATIONAL AIRLINES, INC.

National has more than 50 flights a day to Miami from New York, Newark, Philadelphia, Boston, Baltimore, and Washington.

—P.O. Box NAL, Airport Mail Facility, Miami, Fla. 33159

OVERSEAS NATIONAL AIRWAYS**212 656-8500**

Group tour specialist covering U.S., Hawaii, Caribbean and Europe.

—14727 175th St., Jamaica, New York

SABENA BELGIAN WORLD AIRLINES**212 JU 6-1070**

Recreation travel; charters and special group arrangements for qualified organizations. Daily transatlantic Boeing jets to Europe, Middle East, and Africa.

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SATURN AIRWAYS**305 887-6725**

For 18 years specialists in charter flights for industrial groups.

—General Offices, 4471 N.W. 36th St., Miami, Fla.

(See ad on page 41)

STANDARD AIRWAYS, INC.

Charter travel for groups and companies.

—Tower Bldg., 7th & Olive, Seattle, Wash. 98101

SWISSAIR**212 995-3800**

Jet services from New York, Chicago and Montreal to Europe, Africa, Middle and Far East.

—Helga M. Meyer, Spec. Prom. Mgr., 3 E. 54th St., New York, N.Y. 10022

TRANS CARIBBEAN AIRWAYS**212 757-3600**

Airline specializing in services to the Caribbean with an all fan jet fleet.

—M. Youngman, Passenger Sls. Mgr., 714 Fifth Ave., New York, N.Y. 10019

TRANS INTERNATIONAL AIRLINES 702 736-3562
Nineteen years of charter experience. Certified to serve the Orient, all U. S. domestic points and features Las Vegas and Hawaii service.
—McCarran Field, Las Vegas, Nev.

TRANS WORLD AIRLINES 212 557-3030
Transportation: United States, Europe, Asia, Africa, Middle and Far East. TWA offers a variety of group discount fares, charters in the U. S. and Overseas.
—D. E. Midgley, 605 Third Ave., New York, N.Y. 10016

UTA FRENCH AIRLINES 212 421-7250
International air line featuring special service to Tahiti.
—John D. Brockdorf, Tour Manager, 509 Madison Ave., New York, N.Y. 10022

VAGABOND CRUISES 207 236-2938
The "Sea Otter," an informal mini-liner, cruises Maine's rivers, bays and remote islands in the summer, Florida's Gulf Coast in the winter.
—Capt. Jim Nisbet, Box 617-M, Camden, Maine 04843

WINDJAMMER CRUISES
Ship aboard a beautiful sailing yacht for beachcombing through the Bahamas, West Indies, Virgin Isles, and Nassau.
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WORLD AIRWAYS 415 562-8000
Group charter flights aboard Boeing 707 fan jets to Europe, Hawaii and the Orient.
—Oakland International Airport, Oakland, Calif. 94614
(See ad on pages 2 and 3)

HOTELS AND RESORTS

ABBEY VICTORIA HOTEL 212 246-9400
1000 modern air-conditioned rooms. Famous Stockholm Restaurant featuring Smorgasbord daily; Coffee Shop, Cocktail Lounge, adjacent to Radio City and Rockefeller Center, Coliseum, theatres, Madison Square Garden, Lincoln Center and Times Square. Group rates available. Meeting & Banquet Rooms.
—Eugen R. Esterhazy, Director of Sales, 7th Ave. at 51st St., New York, New York 10019

BARCLAY MOTEL 609 348-1156
Fun-filled incentive or group weekends—photography, golf, fishing, bowling, skeet, dancing. Exciting tournaments arranged. Year-round activity.
—Morton Brilliant, owner-manager, North Carolina Ave., near Boardwalk, Atlantic City, N.J. 08401

BEACH CLUB HOTEL 305 LO 4-8502
Oceanfront resort motel-hotel, breakfast, lunch, dinner, cookouts, pool, entertainment, informal vacationing.
—Jack Lindeman, 3100 N. Ocean Blvd., Fort Lauderdale, Fla. 33304

THE CARLTON BEACH 212 PL 2-9100
Luxury hotel in beautiful Bermuda. Dance every night until dawn. Fish, Sail, snorkel and golf every day.
—New York sales office, The Plaza, New York

CARILLON HOTEL 305 865-7561
Resort Hotel.
—Jerry Sussman, 6801 Collins Ave., Miami Beach, Fla. 33141

GRAND BAHAMA HOTEL
A complete resort and country club in the British Bahamas—just a few minutes from Florida. Employee vacation programs a specialty. For details write:
—104 E. 40th St., New York, N.Y. 10016

HILTON HAWAIIAN VILLAGE 949-4321
A 20-acre resort complete with beach, swimming pools, sailing, five restaurants, and fifty shops.
—Clyde Doran, Mgr., Honolulu, Hawaii 96815

HILTON HOTELS CORP. 312 RA 6-7500
Nation-wide hotel chain with varied services for industrial groups.
—Patrick Green, Dir. of Travel, National Sales Office, The Palmer House, Chicago, Ill. 60690

HILTON INTERNATIONAL 312 341-1818
Operator of 53 hotels in 33 countries. There is a suggested group program available for each individual hotel.
—C. H. Larson, Regional Sales Mgr., 11 East Adams, Chicago, Illinois 60626

HOLIDAY INN-RIVIERA 714 327-8311
The World's most magnificent Desert Resort. Unexcelled Convention-Exhibit facilities.
—1600 North Indian, Palm Springs, Calif. 92262

HOTEL CORP. OF AMERICA 212 PL 2-9100
National hotel chain with varied services for industrial groups.
—A. W. Wolfe, Mgr. Resort Sls. Dept., c/o The Plaza, Fifth Ave. and 59th St., New York, N.Y. 10019

LAKE MOHONK MOUNTAIN HOUSE 914 255-1000
7,500-acre mountain resort with its own lake, gardens, and mountain trails. Sports of all sorts. Finest Early-American accommodations, finest food.
—New Paltz, N.Y. 12561
(See ad on page 49)

MONTEZUMA PROPERTIES, INC. WH 5-1941
Developer of resort area featuring private lake and stream fishing, golf course, swimming pool, riding stable and complete country club facilities.
—Judd R. Herberger, 7045 E. Camelback Rd., Suite A, Scottsdale, Ariz. 85251

PLAYBOY CLUBS INTERNATIONAL, INC. 312 MI 2-1000
World-renowned entertainment clubs featuring vacation resorts in Jamaica and Lake Geneva, Wis.
—Arnold Morton, Exec. Vice Pres., 919 N. Michigan, Chicago, Ill. 60611

EL SAN JUAN HOTEL OF PUERTO RICO 212 MU 8-8815
Beach-front resort hotel with 400 rooms. Completely air-conditioned. Water sports facilities located on fine 15-acre beach.
—David L. Wade, Sls. and Reservations Off., 850 Third Ave., New York, N.Y. 10022

SHERATON CORP. OF AMERICA 212 CI 5-0276
National and international sales, 85 Sheraton hotels.
—Walter M. Scanlon, Dir. Natl. Tour Dept., c/o Park-Sheraton Hotel, New York, N.Y.

TOUR OPERATORS

AMERICAN EXPRESS CO. 212 WH 4-2000
Complete travel service; travellers cheques, money orders, credit cards, foreign remittances, overseas banking, field warehousing, armoured cars, etc.
—Director of Group Travel, 65 Broadway, New York, N.Y. 10006

AMERICAN INTERNATIONAL TRAVEL SERVICE 617 969-4100
Organized Carnival vacations to Hawaii, Europe, and the Orient.
—210 Boylston Street, Chestnut Hill, Mass. 02167

ASTRAL TRAVEL SERVICE, INC. 212 OX 7-6127
Group vacation specialists: Domestic, International. Air Charters, Group Cruises, GIT Group Fares, Cruise Ship Charters, Affinity Group Fares, Air & Sea Combinations.
—12 E. 46th St., New York, N.Y. 10017

CONTINENTAL TRAVEL LTD. 617 262-6970
Offering the Hawaiian Jubilee vacation—3 days in Las Vegas, 3 days in San Francisco, 7 days in Honolulu, all for \$595.
—Fred Rosenthal, Sales Manager, 829 Boylston St., Boston, Mass. 02116
(See ad beginning on page 23)

CRAVEN TOURS, INC. 517 351-9210
Featuring "Plane-to-Spain," a jet vacation with 8 days on Spain's fabulous Costa Del Sol.
—Ian S. Craven, Pres., 202 M.A.C. Ave., East Lansing, Mich. 48823

EMPIRE TRAVEL SERVICE 213 TR 3-3471
Specializing in group tours, charters, incentive tours.
—Sal Malo, 7218 Sepulveda Blvd., Van Nuys, Calif. 91405

ERMISCH TRAVEL OF BATTLE CREEK, INC.
—Herbert W. Breitbach, Pres., 62 W. Michigan Ave., Battle Creek, Mich. 49014

GLOBOJET TOURS, INC. 212 TN 7-4606
Group tours to Hawaii, Europe, Mexico, Bahamas, South America, Caribbean.
—41 East 42nd Street, New York, N.Y. 10017

GROUP TRAVEL MANAGEMENT CORP. 212 826-8842
Employee recreation travel planning. Individual travel at group discount price. Wire choice of overseas destinations.
—277 Park Ave., New York, N.Y. 10017
(See ad on page 47)

HAMLIN & ASSOCIATES, INC. 415 392-6152
Specializing in complete programming of travel and recreation group tours. We design these tours to suit the needs of every type of employee and budget, so that a year-round program can allow full participation by all. Member of ASTA.
—Irving B. Hamlin, 240 Stockton St., San Francisco, Calif. 94108

HAWAIIAN ADVENTURE—Colpitts Travel Centers 617 426-7300
Group vacation specialists featuring Las Vegas, San Francisco, Hawaii Vacation Package.
—Bob Deighton, 77 Franklin St., Boston, Mass. 02110

INTERNATIONAL TOURS
Group vacation tours to Hawaii, Alaska, Mexico, Europe, the Orient, and Las Vegas.
—Group Sales Manager, 3115 Wilshire Blvd., Los Angeles, Calif. 90005

LIBERTY TRAVEL GROUP MOVEMENTS, INC. 212 LO 4-0022
Group travel arrangements to any part of the world, employees, sales incentives, specializing in off season bargains. Write for sample of possibilities.
—J. C. Neufeld, 152 W. 42nd St., New York, N.Y. 10036

MAUPINTOUR
World-wide tours for employee groups.
—Commerce Tower, Kansas City, Mo. 64199

OVERSEAS TRAVEL CO. 212 MU 2-7110
Wholesale travel with 30 years of experience operating incentive and employee groups throughout the world.
—2 W. 45th St., New York, N.Y. 10036

S & H TRAVEL AWARDS, INC. 212 983-2200
Complete staff consists of experts in Incentive Group and Employee Group Travel, as well as all other phases of the travel business.
—Mrs. Florence Hersch, 330 Madison Ave., New York, N.Y. 10017

SIMMONS GROUP JOURNEYS, INC. 212 947-0030
Specialists in group travel to the Bahamas, Caribbean, Europe, Orient, Middle East, Around-the-World.
—3 West 57th St., New York, N.Y. 10019
(See ad on page 53)

SNOW ART, INC. 201 836-3711
Group travel at unbeatable rates. Tailored charters, trips by bus or air for ski tours, winter-house parties, outings, resorts, dude ranches, wholesale rates—any size group.
—1157 East Laurelton Parkway, Teaneck, N.J. 07666
(See ad on page 52)

TRAVELPOWER 414 272-0452
Standard economy tour programs for employee groups to: New York; Hawaii; Mexico, and others on request.
—152 W. Wisconsin Ave., Milwaukee, Wis. 53203

TRAVEL MANAGEMENT CORPORATION 312 828-0363
—Gilbert Zimmerman, Pres., 400 N. Michigan, Chicago, Ill.

TRAVEL WITH GOREN, INC.
Bridge cruises to the Caribbean with the noted bridge expert.
—Harold A. Ogust, Pres., 110 E. 42nd St., New York, N.Y. 10017

TRAVEL HEADQUARTERS, INC., div. of A.I.T.S. 312 346-6288
Employee group and incentive travel programs.
—203 N. Wabash Ave., Chicago, Ill. 60601

TRAVEL UNLIMITED 415 582-2077
Travel agent—specialists in all aspects of domestic & foreign travel, individual travel and group movements.
—Charles H. Keegan or John A. Rogers, 22544 Second St., Hayward, Calif. 94514

TRAVELER HOUSE LIMITED 512 476-6977
Group Travel
—240 Driskill Hotel, Austin, Tex. 78701

UNITOURS INC.
—Milton Lang, V.P., 527 Meadows Bldg., Dallas, Texas 75206

UNIVERSAL CITY STUDIO TOURS
—Douglas Wright, Dr. Sales, 100 Universal City Plaza, Universal City, California 91608

UNIVERSAL TRAVEL AGENCY
—L. Roupioz, 3 Rue Meyerbeer, Paris 9e, (Opera) France.

PAUL VENZE ASSOC., INC.
—J. Levine, Dr. Spec. Serv., 7660 Biscayne Blvd., Miami, Florida 33138

RECREATION AREAS

CAMDEN PARK 304 429-4231
Recreation park serving Huntington (W. Va.) area.
—Robert N. Burley, Mgr., P.O. Box 1794, 5000 Wavely Rd., Huntington, W. Va.

GEAUGA LAKE PARK 216 LO 2-7131
Amusement park consisting of 31 rides, refreshments, miniature golf course, boating, and fishing.
—Charles W. Schryer, Pr., Box 84, Aurora, O. 44202

GENE HAMES INTL. AMUSEMENTS
—Gene Hames, Pres., P.O. Box 11464, Fort Worth, Texas 76100

BOWLING LANES

KING LANES
—Bill R. Neel, Mgr., Ashland, O. 44805

VARSITY BOWL, INC. 513 BA 2-6151
Sponsors of the Dayton Journal-Herald's National Industrial Team Bowling Tournament.
—Harry Zavakos, 637 N. Main St., Dayton, O.

CONVENTION BUREAUS

FLORIDA DEVELOPMENT COMMISSION
Promoting Florida, the year-round vacation land.
—Tallahassee, Fla. 32304

NEW YORK CONVENTION AND VISITORS BUREAU 212 687-1300
The Bureau's purpose is to attract visitors to New York; it operates an official information center and distributes literature.
—Charles Gillet, Eileen Roddick-Roberts, 90 E. 42nd St., New York, N.Y. 10017

VENDING

AUTOMATIC RETAILERS OF AMERICA — SERVICES 215 545-4600
Food Service management through vending & manual operations.
—2503 Lombard St., Philadelphia, Pa. 19146

CANTEEN CORPORATION 312 DE 7-5900
Food service management and complete vending systems.
—James Aikens, 1430 Merchandise Mart, Chicago, Ill. 60654

THE COCA-COLA CO. 404 TR 5-3411
Soft drinks in all sizes and types of packages and vending equipment for same.
—J. T. Daniel, Jr., 310 North Ave., Atlanta, Ga.

GOLD MEDAL PRODUCTS COMPANY 513 381-1313
Concession & Vending Machines & Supplies. Mfr. of Popcorn Poppers & Venders, Coffee Venders, Cotton Candy Machines, Sno-Kone Machines, syrups, paper goods. Free Catalog and Operations Booklet.
—J. C. Evans, V.P., 1896 Freeman Avenue, Cincinnati, Ohio 45214

(See ad on page 47)

MADISON CONCESSIONS, INC.
—Thomas C. Funk, Pr., P.O. Box 71, Anderson, Ind.

PROPHET FOODS CO.
In-plant feeding specialists.
—J. E. Rather, Pres., 2301 Lafayette, Detroit, Mich. 48216

THE SEVEN-UP CO. 314 AG 1-0960
Seven-Up in bottles, cans, and pre-mix. All types of 7-Up Vending machines and coolers.
—Joseph Schrack, Conv. Mgr., 1300 Delmar Blvd., St. Louis, Mo.

MISCELLANEOUS

ACORN RIDGE DEVELOPMENT/RECREATION CO.
—John Lewis, President, Box 171, Naperville, Ill. 60540

AIR CHARTER EXCHANGE, INC. 703 528-6144
Consultants: International & domestic airplane charters—group fares.
—Forbes Huffman, President, 1815 N. Fort Myer Drive, Arlington, Va. 22209

AMERICANA CORP.
New Americana Encyclopedia and Min/Max teaching machine.
—291 S. La Cienega Blvd., Beverly Hills, Calif.

BOBS CANDIES, INC.
Headquarters for children's Christmas candy novelties.
—Albany, Ga.

STEPHEN L. BROCK 316 885-4453
1,320-acre property for sale in northeastern New Mexico. Ideal for industrial recreation development. Includes fully-equipped, modern ranch home, adjacent lodge, trout lake and streams. For sale by owner.
—Stephen L. Brock, Star Route, Minneola, Kansas 67865

DEWEY CARTER CO.
Banner and Poster equipment.
—2303 Lindaire St., San Jose, Calif. 95128

ENCYCLOPAEDIA BRITANNICA
Publishers of the encyclopaedia of the same name.
—E. D. Sollo, V.P., Natl. Sls. Mgr., 425 N. Michigan Ave., Chicago, Ill. 60611

GOLD LEAF CORPORATION 419 636-4221
Kitchen-fresh candies attractively packaged for sale in fund-raising projects.
—P.O. Box 71, Bryan, Ohio 43506

HOLLAND'S GLORY INC.
—A. Vandersped, Sales Mgr., Box 50, Sassenheim, Holland

Send Us The Prettiest Girl In Your Recreation Program

Or at least a photo of her, and she may be crowned "Miss Industrial Recreation of 1969".

With this issue, RECREATION MANAGEMENT kicks off its annual photo search for the most beautiful girl participating in a company recreation program. To enter, just send in, with her consent, a photo of the prettiest girl taking part in your program along with a short paragraph identifying her and \$5 to help cover the cost of the contest. The search will continue through April 15, 1969 and "Miss Industrial Recreation" will be introduced in the June/July issue of R/M.

Mail your entry to RECREATION MANAGEMENT, 20 N. Wacker Drive, Chicago, Ill. 60606.

The present "Miss IR" is Anita Heider, a 20-year-old clerk-typist with McDonnell Douglas Corp. in St. Louis. We're happy to have the opportunity to pretty-up the pages of this issue with photos of Miss Heider and a bevy of other beautiful entrants from the last contest.



1968's Miss Industrial Recreation
Anita Heider
McDonnell Douglas Corp.
St. Louis, Mo.



Carolee Pritting
Cutler-Hammer Airborne Instruments
Deer Park, N.Y.



Sue Jamieson
Avco Missile Systems Div.
Wilmington, Mass.



Norma Jean Cornman
Litton's Guidance & Control Systems
Woodland Hills, Calif.



Dee Dee Culton
North American Rockwell Corp.
Los Angeles, Calif.



Linda Bennett
Lockheed-Georgia Co.
Marietta, Ga.

COMPANY-COMMUNITY RELATIONS THROUGH RECREATION

by JOHN P. JOYCE

Leisure is not really a present-day phenomenon. In Egypt, nonworking holidays once amounted to one-fifth the number of days in the year; there were fifty to sixty festival days in historic Greece, and Rome had an even greater number of days considered unlucky for work.

During this period, these work holidays and religious festivals acted to break the monotony of labor in what was primarily an agricultural civilization. The factory system, however, soon spelled the end of such frequent holidays and also entailed much longer working-days. The machine then, by its very inception, began to have an effect on the leisure time activities of the members of the community. In the growing towns of the 19th century, the saloons and grog-shop became more than ever the workingman's club and heavy drinking was a widely prevalent habit. In efforts to suppress this, reformers made no attempt to substitute for the saloon. The church soon fell in with the merchant-manufacturer whose objective was to get as much work as possible out of the people. The theory was that drinking was the result of idleness and consequently long hours of labor would keep the workers out of the saloons and maintain their moral welfare. Labor, with no listeners however, contended that the intolerable burden of twelve to fourteen hour days compelled some excitement fully-proportioned to the depression of the work situation. At the time, this diversion was to be found only in drinking.

Only with the mid-twentieth century has the balance between the festive and leisurely holidays of Greece and Rome and the grueling twelve to fourteen-hour workday of the 19th century been corrected. The machine finally enabled the masses to command leisure time and a standard of living which would present to society a new challenge. With the advent of machinery, man's social and cultural living also

changed. The result was the crowded city of factory workers who stand at machines, sit at desks, or otherwise limit their bodies to a few habitual movements.

Community recreation leaders have long been aware of the leisure needs of working men and women and lately industry has followed in this interest. In the factories, these needs can be readily met and the natural work group kept intact. The result was the inception of employee recreation programs. The first program was truly a community program as Peacedale Manufacturing Company in 1854 established a library for employees and the entire community to use. In 1883 George Pullman, the Chicago railroad car builder, supplied the men in his plant with baseballs and bats to be used in off-work leisure time activities.¹ The early concept of industrial recreation, however, soon developed into the varsity team. Large corporations employed athletes to play on the teams representing the company, while the workers in real need of recreation activities sat in the stands and watched. The result was a program designed more for competition than for employee recreation.

Industries today are more concerned with their responsibility to the common line worker and his family, including their individual recreation interests and needs. Thus the modern employee recreation program includes all phases of recreation activities. Often times, surveys of personnel are taken in order to determine what activities arouse enough interest to warrant initiating a program.

Awareness Of The Community

From the time of the fourteen hour work-day, to industry's varsity team, to today's well-rounded employee recreation program, it is evident that employers have become increasingly cognizant of the importance of the welfare of their employees, and that employee satisfaction does not depend entirely on working conditions. The average employee spends three times as much time away from work—living in the community—as he does on the job.² The satisfactions he finds will depend largely on the community, its character and its resources. A list of the community's conditions that affect employee welfare include: cultural opportunities, recreational facilities, community groups, youth groups, fun clubs, tradition and history and perhaps of greatest significance, the degree of pride the citizens have in their community. The era is gone when an industry could consider its obligation to the community fulfilled by merely paying taxes and contributing to charitable causes. The feeling has grown that places of employment are as much an active part of the community, meeting needs of all the people, as the churches and the schools. The community will reflect the value of industry either in community well-being or in community decay. Many have turned to industrial recreation to fulfill this obligation.

Here we speak of the local community as the group of people who work or reside in the same relatively small area, the common organization usually being the government.³ It is important that industry consistently defines the commu-

continued on next page

John Joyce is a graduate student in Recreation and Parks Administration at the University of Minnesota and has a keen interest in the community relations aspects of industrial recreation. He prepared the above study under the guidance of NIRA's director of research, Prof. Gordon L. Starr.

¹John H. Jenny, *Introduction To Recreation Education*, (Philadelphia: W. B. Saunders Company, 1956), p. 189.

²Philip Lesly (ed.), *Public Relations Handbook*, (second edition, Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1962), p. 153.

³*Ibid*, pp. 149-150.

COMMUNITY RELATIONS *continued*

nity as "people" rather than the area within a set of political boundaries. To have good community relations, industry must have good people relations; thus anything the industry might do in the community will not change the people's image of it unless it is people oriented. Community relations implies the methods or ways by which an agency, association, or company relates itself to the local community. Management has been concerned with the various methods of community relations for some time. From experience, it has been determined that the best time to communicate with people of the community—telling them the company story—is during their leisure time. It is at this time when their attention is free from occupation with the necessities of life. Thus recreation in its various forms has become an important vehicle in this community relations process.

Values Of Community Relations

Community relations requires a specific understanding and approach to the particular community at hand. An industry is able to influence the quality of its community relations in direct correlation to the degree of respect and acceptance it enjoys in the community. Good community relations is important and valuable to a company for four basic reasons.⁴ 1) *It makes friends.* A business' friendship is often called goodwill and is something that can seldom be valued on the balance sheet but often has a great affect on it. In democracy, public opinion is powerful. It can break up a large corporation or change laws; therefore it is necessary to the industry's survival that it concern itself with public friendships. 2) *It is good business.* Thinking mainly in terms of profit is a selfish but valid reason to mention excellent community relations; however, if it becomes the only reason for seeking good community relations, the public will soon see through the disguise, and it could become damaging. Almost anything that a business does affects the public interest and thus qualifies for legislation, regulation, taxes, fees, restrictive ordinances, etc.; all of which can be very important determinants in the success of a company. 3) *It helps the welfare of your employee.* Much of the efficiency of a company can depend on the welfare of the employees. Their satisfaction with their jobs and living conditions generate loyalty and the desire to help the operation succeed, a most desirable situation. 4) *It is a social obligation of modern business.* Business established a new standard when it first reacted as a corporate citizen to the needs of the surrounding community. The community represents a sharing of talents, resources, facilities, and organization, and the company as a unit now plays a major part in this sharing.

Thus, everything that affects the life of the community affects the life of the company doing business there. If a recreation program succeeds, even to a small degree, in improving community life and instilling the spirit of friendliness among workers, then its value is beyond computation. Industry has a responsibility to the community to avert social failures if only for the selfish reason that the fewer such failures there are the more secure and solvent the community—and in turn business—will be. If industrial recreation contributes to improved mental and physical health, personal satisfaction, promotes good relations among employees, and makes them better citizens of the community, its pur-

pose is accomplished.

The employee recreation program that satisfies the interests of the workers and their families in the community builds good-will among the entire community toward the company. People in the community who have no official connection with the firm will point to the company program with pride and give favorable accounts of the recreation activities benefiting the workers and the entire community. The best approach, therefore, starts at home by building up the company's own program so that employees go home contented and speaking favorably of their place of employment.

The Informing Phase

Community understanding of what the employee recreation program is and what it is not will pay rich dividends to the community relations aspect of the program—this is the informing phase of community relations. Too often the community feels that the company is encroaching upon the rights of some other organization in the community or the public recreation department. It should be made clear that the purpose of the organization is to provide more convenient opportunities for the employees and not to duplicate or compete in any way with the other community agencies. The company enhances its public image by taking some of the pressure off community recreation programs and facilities, while at the same time is contributing to increased pride in their company among employees. This pride tends to make friends and neighbors look favorably on the company. There are many means of publicity to keep the programs before the eyes of the general public. These include newspaper, radio and television, posters, bulletins, and most important is the favorable publicity for the program spread throughout the community by word of mouth. The annual report of the employee recreation association should be published at the end of each year and widely-distributed to key people in the community.

An important foundation in this informing phase of community relations is the company employees themselves. Do they have a talking understanding of the company, a more-than-superficial awareness of its contributions to the consumer, or do they just work there? Do they know what's going on in the other parts of the plant or only in their own section? One reason employees are interested in the big picture is because others in the community (their friends and neighbors) are frequently interested, and they frequently ask questions of employees. If they can't answer and answer affirmatively, then the company loses stature in the community. Good community relations start first with the development of a spirit of community within the plant. Opening the doors of the company to the employee, his family, and eventually the entire community through open houses, conducted tours, family days, etc., can be instrumental in making the company a rightful citizen of the community.

Tours and Visits are one of the most successful means of keeping the community informed. Most of the people of the community are affiliated with some kind of group and sooner or later their group should be invited, or have the opportunity to see first-hand the operations of the plant. School classes, Boy Scout troops, related hobby clubs, civic groups, and almost any others will find this informative visit a highlight of their program. The employees' families have a natural curiosity about the place where their loved ones are working, and tours help them convert curiosity into com-

⁴Lesly, *op. cit.*, p. 151-155.

mon interest. These family days and community open houses can also include entertainment, shows, sports events, picnics, etc., making them an important community-wide special event.

Music, although not new in industry, is another important activity in community relations. Working by music came into the foreground in World War II when it was employed to stimulate war production. Later in many employee recreation programs, participation in music activities has become very popular. The company chorus offers the advantage of employee enthusiasm, community goodwill, and company publicity in addition to the satisfying recreation experience it offers to those interested participants. Every time it performs, it draws favorable attention to the sponsoring company. Performances before PTA groups, at veterans hospitals, homes for the aged, and at charitable fund-raising drives can simultaneously be a pleasing recreative experience for the participant and an effective instance of community relations for the company.

The Sharing Phase

"Take the family into consideration. One happy kid makes two pleased parents."⁵ These were the words of W. H. Edmund, former Director of Recreation at the Goodyear Tire and Rubber Company in summarizing some of the important points to consider when developing an employee activities program. It might be added here to take the family and the community into consideration. Anything that will help to make a community a better place to live becomes not only a contribution to the community but an asset to the company doing business there. Therefore, as the company develops its own employee recreation program, it is important that it also take action to prevent isolation from the existing community programs. This will be called the sharing phase of community relations through recreation. Here the company must voluntarily share its resources for recreation with individuals, groups, and the community as a whole. If the company shows interest in the community, the employees will contribute more also; and this is essential if the unity and mutual concern for the welfare of the community is to be retained. It is important that individuals in the industry remain identified with the community by sharing their talents and time with community-based groups also.

Sponsoring Activities Open To The Community is a most basic way to share the company recreation resources with the total community. However, for the most popular activities this tends to defeat the purpose of the employee recreation program. It is a method often used to a certain degree in communities where the company is the dominant force. Occasionally, some of the less popular or more specialized activities are open to the entire community. Company-sponsored special events such as open houses, anniversaries, dedications, and special public relations programs are common situations whereby the company provides recreation opportunities directly to the people.

Participation in Community-wide Special Events is another common means of sharing company resources for recreation with the entire community. The success of a local fair, Fourth of July celebration, or centennial parade will depend on full community-wide cooperation and support.

continued on page 42

⁵Charles K. Brightbill and Harold D. Meyer, *Recreation Text And Readings*, (New York: Prentice-Hall, Inc., 1953), p. 245.

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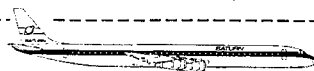
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These events give many people in the community a great opportunity for self-expression and become matters of great community pride. However, because of the work involved and the emotion connected with the situation, feelings can often run strongly against those who fail to do their job. Thus the company that wants to be regarded as a good citizen of the community will give such events high priority in its community relations programs. The company can participate in the event through its band, a company float, or exhibit. Alone or in cooperation with other community groups the company can assume an important leadership role through its advertising and promotion department, by directing ticket sales, or with physical design and construction. Also a company can take the lead in sharing and publicizing the important factors of the community—a championship basketball team at the local high school, the community's historic past, progressive planning, etc.

In order to complete its role in the event, the company should encourage employee participation in community-wide activities. *A company is known in the community by its employees, and their attitude toward community pride will often be projected to the company.* A company can make a favorable contribution to the community by giving recognition within the plant to those employees who have made important contributions to the community through leadership and civic participation; thus, encouraging other employees to become involved in their community.

Assisting Community Recreation Groups is a third means by which an industry can share its recreation resources with the local community. Sponsorship, leadership or financial assistance to Boy Scouts, Girl Scouts, Boys Clubs, and other

groups with prestige in the community will tend to enhance the image of the industry through association. Industry can play a major role in offering recognition to the youth of the community for outstanding performance in music, science, sports, etc. Recognition can be in the form of awards, scholarships, assistance at science fairs, etc.

A good example of this type of sharing is the Goodyear Tire and Rubber Company of Akron, Ohio, which sponsored its first Boy Scout Troop one-half century ago.⁶ Today the company sponsors more than fifty programs in the United States and foreign lands. An oil industry, in conjunction with its centennial celebration distributed baseball tickets for quantity purchases at service stations in Decatur, Illinois.⁷ The game drew the biggest sports crowd in the city's history.

One of the chief causes of inadequate programs in industry is the lack of company facilities. Thus, there is a great opportunity for cooperation between industry and the community which will strengthen both programs. Frequently, a company is permitted to use community facilities for softball leagues, basketball, music programs, etc. Also a company can share its buildings and facilities with benefit to the community, while the community can in turn offer assistance to the industry through its professional staff. Often a vacant lot will be available at the company for the annual

⁶Russell DeYoung, "Something For Everyone", *Recreation Management*, VII (May 1964), p. 8.

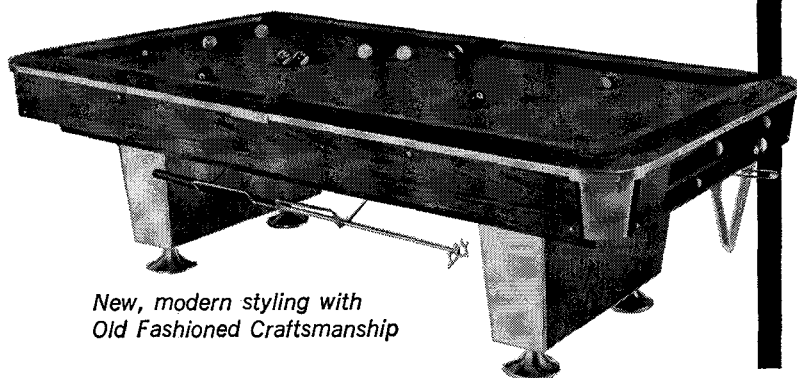
⁷"An Oil Industry Gambles—And Wins—With Unique Centennial Program", *Public Relations Journal*, XVI (July 1960), p. 6.

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Boy Scout Christmas Tree Sale or a vacant meeting room for a homeless Girl Scout Troop. Also the industry may have materials or equipment helpful to a community recreation group. Raw materials can be helpful for projects in the school science lab and scrap throw-away material from manufacturing processes can be used in arts and crafts projects.

Thus recreation plays a major, if not readily perceptible, part in a company's active community relations program. Industrial firms have realized that a very effective way to reach the people of the community and develop in them favorable attitudes toward the company is to reach them through activities which they value most—recreation. Thus, the interest in recreation has gone beyond the employee recreation director and has become a major concern of community and public relations men and personnel directors.

Summary

We have seen the importance of community relations develop through history as a series of ups and downs resulting from the introduction of some undesirable practices. First of all, we saw in ancient Greece and Rome the ultimate in community relations as the entire work situation was dictated by the numerous community festivals and holidays. Then with the coming of the factory system, the idea of community or employee relations soon vanished completely. The first instance of industrial recreation at Peacedale is characterized by a returning emphasis on community relations. Then with the rise of the company varsity team, we saw programs again removed from the wants and needs of the worker and the community.

We have seen the community as a blending of divergent interests, which includes interlocking and overlapping groups. The large number of these subgroups within the community tends to multiply every contact made in the community. This "snowballing" effect of contacts in the community makes it essential that industry concern itself with the community relations aspect of its operations.

In an attempt to point out some effective means of maintaining good community relations, we have seen that the practice consists of a multitude of little things and a few big things. The three approaches to community relations: public relations, community service, and community participation are based on the idea that good performance in the community is publicly appreciated.

Conclusion

Recreation, in one form or another, is valued by all people
continued on page 44

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continued from page 43

ple regardless of the groups to which they belong, the opinions they hold, or their particular likes and dislikes. This makes recreation important as a vehicle for communicating with all the people in an attempt to enhance and maintain an industry's image. Although a firm may employ a recreation director, it is important that concern with recreation and its various advantages not terminate with the mere provision of activities for employees. Community relations is a management function; for the basic policies under which the firm operates will determine the public impact that the industry has. Realizing the importance of good community relations, top management may delegate this job or parts of it to community relations specialists, public relations men, personnel directors, etc. In following, the advantages of the leisure-recreation situation in this type of communications process should be utilized to the fullest by these departments. The major responsibility of an employee recreation department in industry is still to provide recreation activities and opportunities for employees; however, important consideration should always be given the community relationships which may result.

In setting up industrial recreation programs designed for community relations purposes, three important suggestions should be kept in mind:⁸ 1) Plan to make the program a continuing effort, and make sure you have the funds. You can't turn a popular recreation program on and off; if you do, your purpose may be defeated. 2) Admit to yourself and at

⁸"How To Make An Impact On Your Community", *Business Management*, December 1967, p. 55.

least tacitly to the community that the company hopes to get something out of the program. If the program is to be successful in the long run, the motives must be honest and apparent. 3) Do something for nothing. Although program efforts must be geared to self-interests, you should also do something just for the benefit of the community. A good guideline is to ask, what does the community need?

Community relations through recreation opportunities will result in benefit to both the company and the community. A local company reputation as "the best place to work" will help win employee recruitment and also attract professionals enhancing the quality and quantity of services in the community. Community-accepted activities sponsored by the industrial firm will build goodwill in the community, which will stand the company in good stead during strikes, shortages, and other emergencies. Also the workman whose family is living in a pleasant town will not carry as many worries to work with him.

There are usually other departments within the firm whose responsibilities are more directly concerned with community relationships; it is these departments that should have a greater concern with recreation as a means of improving community relationships. Employee recreation programs should be planned first according to sound principles of program planning, including variety, equal opportunity, etc., and secondly with emphasis on resulting community relationships. Here the welfare of the employee must come first and any favorable relationships developed in the community are extra benefit. However, the major role that recreation in general plays in a company's community relations program should certainly be recognized. ■■



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NIRA *Newsletter*

DECEMBER 1968

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VOL. 26, NO. 10

NIRA Bridge Champs Will Fly To Hawaii In 1969

In the previous six annual NIRA Bridge Tournaments, the national champions have flown to London and Paris and cruised the Caribbean as part of their grand prizes.

The 1969 national champions have a different treat in store for them. They will enjoy an enchanting two-week Hawaiian Jubilee vacation thanks to our new tournament co-sponsor, NIRA associate-member, Continental Travel Ltd. The package includes four days in exciting Las Vegas, four days in picturesque San Francisco, and seven days in beautiful Hawaii. In addition, the champions will receive a generous expense allowance of \$50 each which they can use for side trips or memorabilia, as they choose.

This year the format of the tournament has been revised to stimulate greater participation at the local level. Instead of a head-to-head finals match as in the past, percentage scores of the top two pairs in each local game will be matched against winners of other local games in that particular NIRA Region to determine the Regional champion and runner-up. Then their percentage scores will be matched against those of the top pairs from the other seven Regions of NIRA to determine the national champions, plus the second-, third-, and fourth-place finishers who will also receive attractive awards.

In the 1969 tournament, a relatively inexperienced pair (with an exceptional one-night performance) has the same opportunity as a pair of Life Masters (with their usual above-average performance) to win a regional or national award. There are no cumulative totals involved. Everything hinges on your play in the single game designated as "NIRA-Continental Travel Limited Tournament" night.

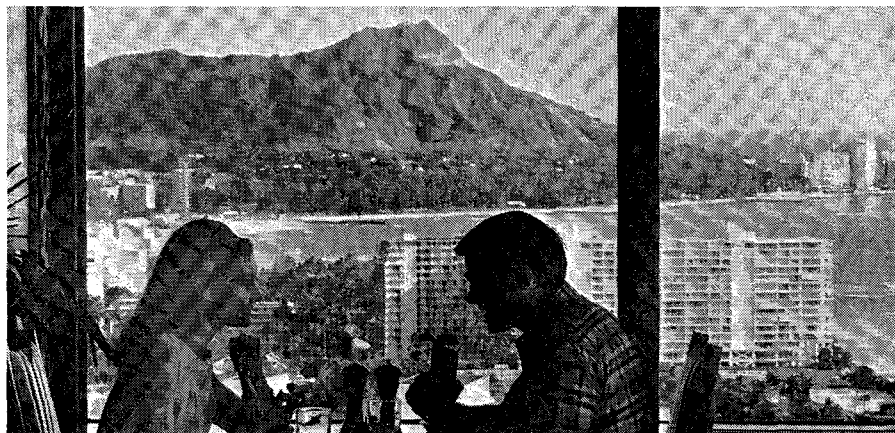
Let's say that again. Anyone can win. There is hardly a pair of duplicate

bridge enthusiasts that hasn't had at least one "lucky" night when everything went right. It could happen again.

We suggest you start planning your local tournament now. General instructions giving full details of the tournament were mailed last month to all NIRA member-companies and branches. Local games may be played any time

during the months of March and April 1969.

Since several planned local games were wiped out by weather in 1968, we recommend you select a March date for your tournament. Then, if the weather is inclement, your game can be rescheduled in April. We expect record participation in the 1969 tournament, at least 3,500 participants.



Hawaii is calling! The couple enjoying the view of fabulous Waikiki Beach and world-famous Diamond Head from the restaurant atop the Ilikai Hotel could well be the 1969 National Industrial Bridge Champions from your plant.

Panel Sessions Will Highlight Business Portion of Western Region Conference

NIRA's 20th Annual Western Region Conference, which will be held February 28 through March 2, 1969 at the Leamington Hotel in Oakland, Calif., will feature a number of intensive panel sessions of vital concern to the industrial recreation director.

Panels have been selected for the following discussion areas:

- How to Secure and Organize Volunteers.

- How to Publicize Company Programs.
- Physical Fitness and Play without Injury.

- Preparation of Budgets.

Lunch-time Activities.

In the area of extracurricular activities, the Conference Committee has put together an outstanding package starting off with a golf tournament for the delegates on Friday morning, Feb. 28th. That evening the President's Reception will be held in honor of the Oakland IRA's 50th Anniversary. On Saturday, March 1st, there will be a Wives' Tour of the Bay Area, and that evening there will be a special excursion for NIRA delegates and wives to San Francisco's Chinatown to witness the world-renowned Chinese New Year Parade.

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Goodyear employee Jim King (center) proudly displays the gold medal which he won at the recent Olympic Games as a member of the victorious U.S. basketball team. Cal Fowler, another Goodyearite also gained a gold medal as a squad member. Admiring King's prize are two additions to the Goodyear varsity basketball squad, Pete Cunningham (left) and Mike Stewart.

Two Goodyear Cagers Gain Gold At Olympic Games

Cal Fowler and Jim King, employees of the Goodyear Tire & Rubber Co., Akron, O., gained gold medals at the recent Olympic Games in Mexico City for their outstanding performances as members of the champion U.S. basketball team.

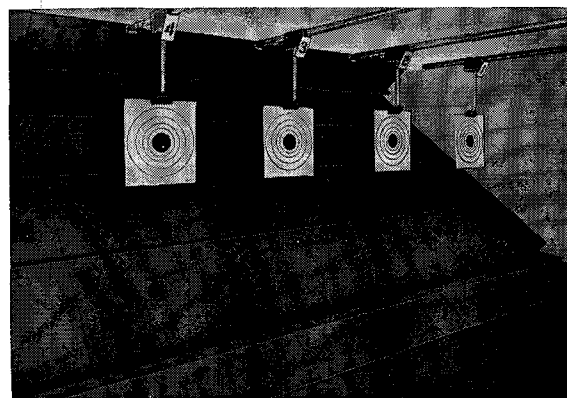
Another Goodyearite who had an active hand in the U.S. victory was Hank Vaughn, coach of the company's varsity cage squad, who served as assistant

coach for the Olympic team.

Fowler played the role of floor general for the American stars in Mexico City, while King did a tremendous job as a defensive forward. In the final game against Yugoslavia, he limited that team's high-scoring forward, Korak, to one point after Korak had scored 22 points against Russia in the semi-finals.

King and Fowler have now concluded their active playing days for Goodyear and have moved into supervisory posts with the company.

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Time clocks have now been abolished in all of Motorola Inc.'s plants throughout the nation. The move started 10 years ago when time clocks were eliminated in the company's Phoenix plant. In the latest move, some 18,000 Motorola employees have been put on the same weekly payroll with office and technical personnel.

The company has also set up an "attendance bonus bank" plan which will reward employees for good attendance. Perfect attendance yields an extra week's pay at Christmas which can be taken in money or held over for a second year in term of "banked" days. Employees then may elect a Christmas check, use the time for paid sick leave or for personal business time off, or for separation pay.

BOOK REVIEW

Legal Liability of Cities and Schools for Injuries in Recreation and Parks

by Dr. Betty van der Smitten

This publication of 402 pages has just been released by the W.H. Anderson Co. and should be in the library of every industrial recreation administrator. Dr. van der Smitten is an associate professor of recreation at Penn State, has her law degree and has been admitted to the Bar in the State of Kansas.

Her treatment of the subject is
continued on page 48

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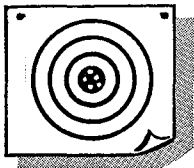
Name _____ Title _____

Company _____

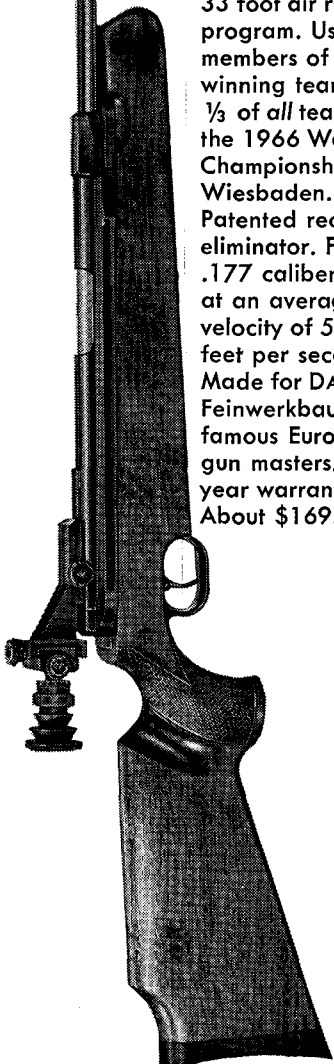
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City _____ State _____ Zip _____

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DIVISION VICTOR COMPTOMETER CORPORATION



Making sure all details are taken care of for NIRA's Western Region Conference in Oakland, Calif., Feb. 28th through March 2nd, are these members of the conference planning committee: (Seated from left) Dixie Hunt, Shell Development Co.; Chairman John Dickson, Automat Vending Co.; Taka Haramaki, Oakland Rec. Dept.; Linda Wilcoxen, Oakland Chamber of Commerce; Doris Willi, Oakland Rec. Dept. (Standing from left) Joe Descagnia, Alameda Naval Air Station; Bill Patterson and Warren Steele, Oakland Rec. Dept.; and Karl Henning, Richmond, Calif. Rec. Dept. See item on the Western Region Conference on page 45.

continued from page 47

clear, concise, and understandable to the lay person. While her study is directed toward liability of cities and schools, it covers a wide range of recreational activities where it is applicable to the industrial recreation field.

It is an authoritative source of information and covers such topics as legal concepts of liability, situations given unto law suits, insurance, governmental immunity, and activities in which suits have been tried.

It is particularly good as a reference because of the cases, which are briefly written and understandable. It also summarizes the trends relative to liability. This book should be a "must" on the reading list of anyone having the responsibility for an employee program.

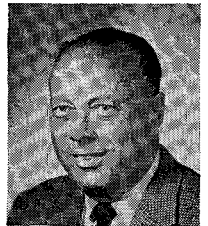
Reviewed by Gordon L. Starr, NIRA's Director of Research.

Timkin's Schreiber Named To Top Little League Post

Earl Schreiber, Recreation Director of The Timken Roller Bearing Co. in Canton, O., has accepted the position of Chairman — Steering Committee for the 1969 International Congress of Little League Baseball, Inc.

The International Little League Congress will be held in Detroit, March 20 to April 2, 1969. Little League Baseball, Inc. is responsible for the activities of its 7,315 member leagues throughout the world. The organization supervises over one million "Little Leaguers."

Schreiber has been the Timken Co.'s Recreation Director since he joined the



Earl Schreiber

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company in 1948. He is also the Ohio State Director and a member of the International Advisory Committee of Little League Baseball, Inc. He is President of the Board of Directors of the National Pro Football Hall of Fame and has served as Vice President of the National Industrial Recreation Association.

TRW Sends Stage Hit On Tour of Nation's Colleges

"By George," the one-character comedy stage hit of Broadway and London, is being presented in a 10-week tour of some 40 leading American universities, courtesy of TRW Inc. of Cleveland.

TRW is offering the play at no charge to the colleges. More than 50,000 students and faculty members are expected to see "By George" by the time the tour finishes on Jan. 25 at the University of Washington.

Its premiere performance Oct. 28 on the campus of the Massachusetts Institute of Technology filled the auditorium and evoked excellent reviews

by Boston critics.

In a magnificent solo performance, distinguished British actor Max Adrian recreates the life and times of George Bernard Shaw.

"This college tour is an experiment in educational relations," said Dr. Simon Ramo, TRW vice chairman. "Industry, including TRW, has traditionally supported higher education through direct means such as contributions, research grants, scholarships and lectureships. But no company, to our knowledge, has ever sponsored an original cast Broadway play on such a tour."

AROUND THE CIRCUIT

Ed Mitchell, recreation director for the U.S. Steel Corp.'s Gary Works in Gary, Ind., informed us of one of his recent successful promotions, a Family Bowling Party. Three persons per family were eligible to participate. At the end of the evening, all of the moms received cosmetics, the dads got bowling ashtrays, and the kids received small participating trophies. Mitchell says the enthusiastic response

warrants a repeat next year.

NIRA's executive director Don Neer recently addressed the North Carolina Recreation & Park Society at their 24th Annual Conference in Greensboro, N.C. The subject of his talk? Recreation in Industry, of course.

A trapshooting team from Eastman Kodak's recreation activity in Rochester, N.Y. recently captured the State Championship of New York.

James Taylor of Sandia Corp., Albuquerque, N.M., gained a place on the United States model glider team by placing second among 33 finalists at the national competition in Burlington, Wis. Next stop, the international meet in 1969.

And in the area of full-scale aircraft, the Tiger Flying Club of Texas Instruments Inc., Dallas, just graduated its 100th private pilot from its ground and flight school. The club owns a seven-plane fleet and its members may fly the planes anywhere in the U.S., Canada or Mexico by prior reservation on a non-profit basis with gas and oil charged to their personal accounts by computerized billing.



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R-M YEARLY INDEX

HOW TO USE: Every complete article of consequence which appeared in R/M during 1968 is classified in this index, which is intended to serve as a ready reference tool to industrial recreation topics for our readers. The index lists the general categories of subjects reported on during the past year. Seek out the category first, then run down the list of articles for the subject you're after.

Cultural Activities

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|--------------------------|---------|------|
| U. S. Steel's Carolers | month | page |
| Serious Music in the Lab | Jan-Feb | 26 |
| TRW Sponsors Stage Hit | Nov | 14 |
| | Dec | 49 |

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| | | |
|---|---------|---|
| Treasures More Valuable than the Dollar | Jan-Feb | 6 |
|---|---------|---|

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| | | |
|--|-------|----|
| Exercise Beneficial to Heart Patients | Mar | 15 |
| President Johnson Expands Fitness Council | April | 23 |
| NIRA Men Help Youth Program | May | 31 |
| House Approves Travel Tax | May | 31 |
| Deaf Employees Form Club | Aug | 20 |
| Athletic Institute Names President | Oct | 17 |
| Lilly Sets Up Inner-City Program | Oct | 19 |
| Don Neer Re-elected to Federation Presidency | Nov | 20 |
| Time Clocks Out at Motorola | Dec | 47 |
| Timken's Schreiber Named to Top Little League Post | Dec | 48 |

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|---|---------|----|
| Itinerary Planning Guide | Jan-Feb | 8 |
| Travel Program for LERA Globetrotters | Jan-Feb | 12 |
| Texins' Travellers | Mar | 16 |
| Readers Pans Travel Editorial | April | 27 |
| Air Travel in the 70's | Sept | 12 |
| McDonnell Employees "Gang Up" for Dream Vacations | Sept | 14 |
| Itinerary Planning Guide | Sept | 8 |

Helms Award (see NIRA Affairs)

Industrial Parks

| | | |
|------------------------------|-----------|----|
| Comache Park | June-July | 16 |
| Control Data Recreation Area | Aug | 16 |

New Products

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| New Products | Jan-Feb | 15 |
| | April | 20 |

NIRA Affairs

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|-----------------------|-----|----|
| The 1968 Buyers Guide | Dec | 27 |
|-----------------------|-----|----|

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|------------------------------------|-----------|----|
| Activities Certificates Announced | Jan-Feb | 28 |
| Scovill's Program Wins Helms Award | June-July | 25 |
| Certificate of Excellence | Aug | 20 |

Miss Industrial Recreation Contest

| | | |
|--|-----------|-------|
| Entry Photo | April | 27 |
| Entry Photos | May | 22/38 |
| Introducing Miss Industrial Recreation | June-July | 14 |
| Miss Industrial Recreation 1969 Contest Begins | Dec | 38 |

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| | | |
|-----------------------------------|-----------|----|
| Exhibit Space Selling Fast | Jan-Feb | 27 |
| Astronaut Will Speak at National | Mar | 22 |
| NIRA Conference & Exhibit | April | 15 |
| Conference Noteworthyies | May | 14 |
| List of Exhibitors | May | 15 |
| Conference Committee | May | 15 |
| National Conference Program | May | 29 |
| Pictorial Report from Detroit | June-July | 12 |
| Rochester Site of 1971 Conference | Sept | 29 |
| Meet You in St. Louie in 1969 | Sept | 32 |

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| | | |
|---|---------|----|
| Las Vegas Hosts Western Conference | Jan-Feb | 26 |
| Employee Recreation Seminar at Univ. of Minnesota | Jan-Feb | 27 |
| 1969 Western Conference | Aug | 16 |
| Exhibit Hall Sold Out for Western Conference | Nov | 19 |
| Scovill Hosts Workshop | Nov | 19 |
| Panel Sessions will Highlight Western Conference | Dec | 45 |

Membership

| | | |
|--------------------------------|-----|----|
| Association Information Sheets | Aug | 18 |
|--------------------------------|-----|----|

News

| | | |
|--|-----------|----|
| Vice-President gives NIRA Service Commendation | June-July | 25 |
|--|-----------|----|

Officers & Board of Directors

| | | |
|----------------------------|-----|----|
| 1967-68 Board of Directors | May | 16 |
| State Chairmen | May | 22 |
| NIRA's Youngest President | May | 23 |
| Board to Meet in Chicago | Aug | 16 |
| Board of Directors Photo | Aug | 19 |

Tournament Programs

| | | |
|------------------------------------|-----|----|
| General | | |
| NIRA's Roll Call of 1968 Champions | Dec | 16 |

Bowling

| | | |
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| Tournament Schedule | Jan-Feb | 24 |
| Bowling Tournament Shapes Up | April | 26 |
| Inland Wins NIRA Bowling Crown | June-July | 20 |

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| Bridge | <i>month</i> | <i>page</i> |
| Tournament Schedule | Jan-Feb | 24 |
| 1967 Bridge Champions Cruise Caribbean | Jan-Feb | 28 |
| Bridge Tournament Outlook Rosy | April | 26 |
| McDonnell Pair Wins Bridge Tournament | June-July | 20 |
| Bridge Champs will Fly to Hawaii in 1969 | Dec | 45 |

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| Golf | | |
| Tournament Schedule | Jan-Feb | 24 |
| Golf Tournament Results | Sept | 26 |

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| Rifle & Pistol | | |
| Tournament Schedule | Jan-Feb | 24 |
| Rifle/Pistol Tourney Winners | June-July | 22 |

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| Skeet & Trap | | |
| Tournament Schedule | Jan-Feb | 24 |
| Trap & Skeet Next on Tourney Schedule | Aug | 16 |
| National Industrial Trap Title Awarded to Olin | Oct | 16 |
| Skeet Tourney Won by Olin | Nov | 18 |

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| Travel Council | | |
| Meet Your Travel Council | Jan-Feb | 18 |

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| Physical Fitness | | |
| Positive Program for Employee Fitness | June-July | 8 |

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|--|-----------|----|
| Norton's Recreation Program | Jan-Feb | 22 |
| Diamond Alkali Co. Builds Golf Course | Mar | 12 |
| Texas Instruments' Group Travel | Mar | 16 |
| The Teletype Club | April | 10 |
| What's New in Scouting | May | 18 |
| TRW Kite Contest | May | 24 |
| Positive Program for Employee Fitness | June-July | 8 |
| Ah, Nature! Ah, Wilderness! | Aug | 6 |
| U. S. Steel Hosts High School Bowling Tourney | Aug | 10 |
| Toatsmasters Behind the Walls | Sept | 22 |
| SK&F Parking Lot/Playground | Sept | 25 |
| Conservation in Action | Oct | 11 |
| Secret Agents at the Equitable | Oct | 12 |
| Air Force Logistics Command Activities Program | Nov | 6 |
| Navy Special Services Activities Program | Nov | 10 |
| Serious Music in the Lab | Nov | 14 |
| Scovill Fashions "The Complete Program" | Dec | 20 |

Readers Forum

| | | |
|--|-------|----|
| New Demands — New Opportunities | Mar | 14 |
| How to Increase Employee Participation | April | 12 |
| A Code of Operation for Industrial Recreation Administrators | April | 14 |
| Company — Community Relations | Dec | 39 |

Research & Education

| | | |
|---|---------|----|
| Employee Recreation Seminar | Jan-Feb | 27 |
| Purdue Survey | Mar | 20 |
| Industrial Recreation in the Year 2000 | Aug | 12 |
| Colleges Report Gains in Physical Education | Nov | 20 |

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|---------------------------------|-----|----|
| NIRA's Annual Scholarship Award | Aug | 18 |
|---------------------------------|-----|----|

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|---|---------|----|
| Basketball | | |
| A Brand of Basketball for Everyone | Jan-Feb | 30 |
| Goodyear Cagers Win Olympic Gold Medals | Dec | 46 |

Bowling

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|------------------------------|-------|----|
| Computerized League Averages | April | 25 |
| High School Bowling Tourney | Aug | 10 |
| Computerized Pin Tourney | Sept | 31 |

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| Diamond Alkali Builds Golf Course | Mar | 12 |
| Delco-Remy's Killbuck Golf Club | Sept | 31 |

Shooting

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| Gun Range Safety | Oct | 8 |
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Skiing

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| Make Skiing a Safer Sport | Oct | 14 |
|---------------------------|-----|----|

Softball

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|----------------------------------|-----|----|
| Industrial Slow-Pitch Tournament | Oct | 19 |
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Swimming

| | | |
|--|-----|----|
| Giant Pool for General Dynamic Workers | Oct | 18 |
|--|-----|----|

Tennis

| | | |
|--|-----|----|
| General Dynamics Lighted Tennis Courts | Oct | 18 |
|--|-----|----|

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS WANTED

Young man, 23, who will graduate in June 1969 from Columbia University with a Master's degree in Recreation, seeks administrative position in industrial recreation. Married, 2 children. Salary \$7,500. Available July 1969
Box #185—RECREATION MANAGEMENT

Young man, 28, single, with B.S. in Recreation from U. of Oregon and now doing graduate work at same, seeks position in industrial recreation. Prefer Pacific Northwest or north. Some experience. Most interested in hunting, fishing, boating, conservation programs. Salary open. Please send response to: Douglas W. Graef, 35 - 60th Place, Long Beach, Calif. 90803

Young municipal recreation director with four years of administrative experience seeks position as director of an industrial recreation

program. Broad background in sports. B.S. in Recreation Administration from U. of Indiana. Married, one child. Salary \$10,000 plus. Available January 1969.
Box #184—RECREATION MANAGEMENT

Young woman, 24, recently graduated from Wisconsin State University with a B.S. in Recreation, seeks position as assistant administrator in industrial recreation program. Single. Salary \$6,000.
Box #183—RECREATION MANAGEMENT

Man with extensive background of administering armed service recreation programs and coaching seeks position as recreation director. B.S. in Psychology from William and Mary. Familiar with all phases of recreation. Age 35. Single. Salary \$10,000. Available Sept. 1968.
Box #182—RECREATION MANAGEMENT

Young man, 28, with B.A. degree from the U. of Nevada and field experience seeks administrative position in industrial recreation. Single. Salary \$10,000.
Box #181—RECREATION MANAGEMENT

Municipal recreation director with five years' experience seeks position as recreation director in industry. B.A. degree from U. of Toledo. Age 31. Single. Salary \$9,000.
Box #180—RECREATION MANAGEMENT

Young man, 23, with B.S. in Recreation from U. of Wyoming seeks administrative or supervisory position in recreation program. Some prior experience. Married, 1 child. Salary open
Box #179—RECREATION MANAGEMENT

Young man, 28, with B.S. in Physical Education from California State College seeks position in industrial recreation. Single. Salary commensurate with position.
Box #178—RECREATION MANAGEMENT

Young man, 26, with B.S. in Education from Kansas State College at Pittsburg seeks position as recreation administrator. Married. Salary. \$7,500.
Box #177—RECREATION MANAGEMENT

MISCELLANEOUS

GROUP-CHARTER FLIGHT HANDBOOK
—New Guide details: Air fares; charter rates; regulations; Europe, Caribbean, World-wide; how organizers can earn free seats; airline classifications; inexpensive European charter tours. Names 1,100 typical organizations. Free details.
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at the
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at the
GRAND BAHAMA HOTEL & COUNTRY CLUB
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A SUNNY HAPPENING
at the
BALMORAL BEACH HOTEL
NASSAU
One Week Only \$199.50

A SUNNY HAPPENING
at the
EL CONQUISTADOR HOTEL & CLUB
PUERTO RICO
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All the rates quoted above are from New York. Rates from other cities available on request. In the Bahamas and Caribbean area, rates are slightly higher in the winter months. The rates include round trip air fare, hotel accommodations, breakfast and dinner daily, transfers and baggage handling, cocktail parties, a Sunny Happening Tour Representative, and more. The Franca C. cruise rate depends on the cabin selected and includes the one-week cruise plus round trip air fare from your Hometown Airport. All rates are based on groups numbering at least 40 persons, except for Spain where a minimum booking of 70 persons is required.

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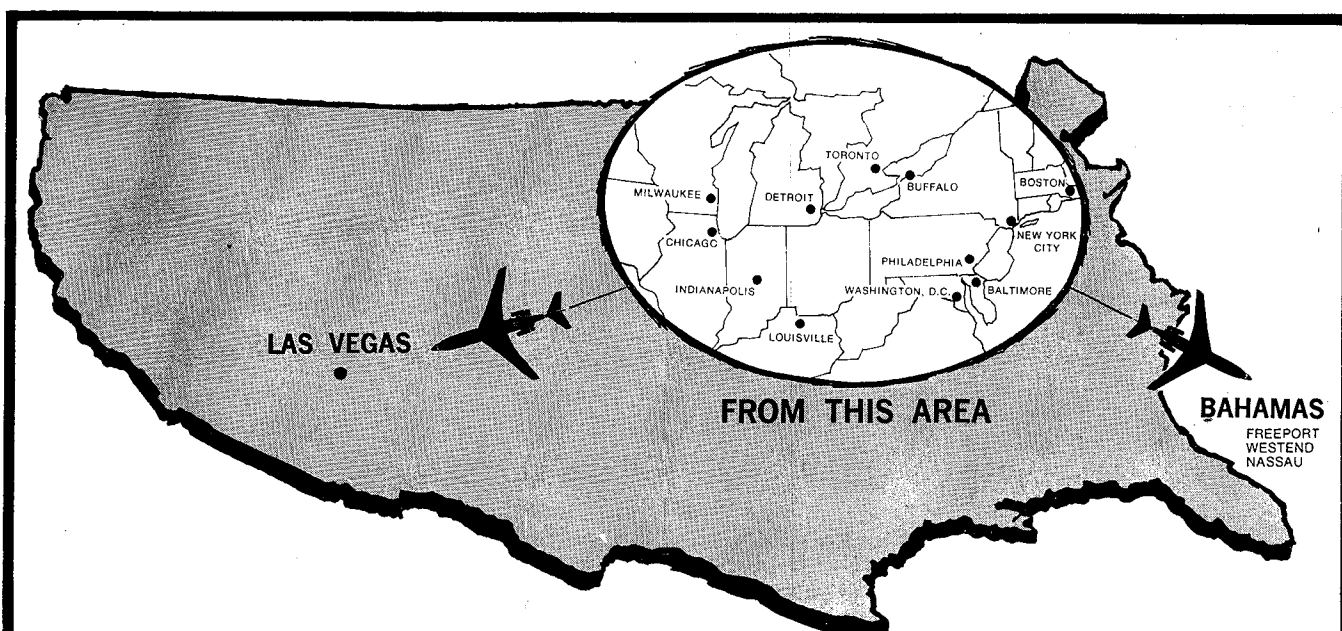
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In This Issue:

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beforehand

R/M Itinerary
Planning Guide



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Almost Any Group Is Eligible to Fly with AFA . . .

Single entity groups (such as sales incentive groups, associations, corporations and individuals) or affinity groups (such as social, fraternal, church, school and special interest groups) are eligible. And, members' families traveling in the same group qualify too.

Note: Round trip charters must be contracted for, prior to departure date of originating flight.

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Volume 12, Number 1



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Careful Planning Plus Variety: the Success Formula of Kodak's Group Travel Programs



Jim Moyer, recreation director of Kodak Park Athletic Association, double-checks the passenger list with the airline's pilot just before departure.

Since the initiation of the Eastman Kodak Company's employee group travel program in 1960, nearly 20,500 Kodak people have toured various sections of the globe. The trips, sponsored by the company's recreation clubs, are available to both active and retired employees and their families.

William Christiansen of the industrial relations department at Kodak's Rochester, N.Y. office heads the group travel committee, which has responsibility for coordinating and planning the programs. The recreation directors of each major division—James Moyer of the Kodak Park Athletic Association, Joseph Paille of the Kodak Apparatus Division Recreation Club, and Ray Walsh of the Kodak Office Recreation Club, also serve on this committee. Responsibility for working out detailed arrangements with travel agents and airlines is rotated among these committee members.

Planning for the 1969 travel program began in January, 1968, and announcement of the complete schedule was made in the Fall.

Scheduled for the 1969 travel season are two trips of three-weeks each to South America; four trips of two-weeks each to Hawaii; one-week trip to Bermuda; two weeks in the Canadian Rockies; one-week trip to Los Angeles and Las Vegas; one week in Nassau; and a two-week Caribbean cruise.

In 1968, employees visited Hawaii, Miami Beach, California, Bermuda, the Caribbean, and spent Easter weekend in New York City. They also toured Southern New England, the Green Mountains, Lake Champlain and the Adirondacks.

Eastman Kodak's travel schedule has been full and varied, offering both foreign and domestic tours. The reception given these tours has been very favorable, with the most popular ones being those headed for Hawaii or Europe. However, since the early part of 1968, when President Johnson urged Americans not to travel abroad, trips which

had been scheduled to Europe, England, and the Orient were cancelled.

Trips scheduled by the travel committee are based on (1) what they feel is of interest to employees, (2) repeating trips that have proven to be the most popular, and (3) trying to offer new and interesting trips for those who have already traveled extensively.

Though the travel committee does not meet on a regular schedule, it does meet whenever necessary. For example, a meeting would be called if a change in the tour program were necessary because one of the countries to be visited was in the midst of turmoil.

After a program is definitely decided upon by the travel committee, it is promoted within the company by "Kodakery," the weekly employee newspaper, which presents a somewhat detailed presentation of each of the scheduled trips. This paper reaches nearly 56,000 Kodak men and women, active and retired, in the United States.

The 1969 program presents a variety of interesting places to visit. A "first" in this year's itinerary is a trip to South America. Beginning February 22 and ending on March 15, it offers 21 nights in which to see all the outstanding sights of Argentina, Paraguay, Uruguay, Chile and Peru. When first announced, this tour was so well accepted, it was "sold out" in the first hour and another tour has been scheduled for later in the year. A total of 65 persons can be accommodated each time.

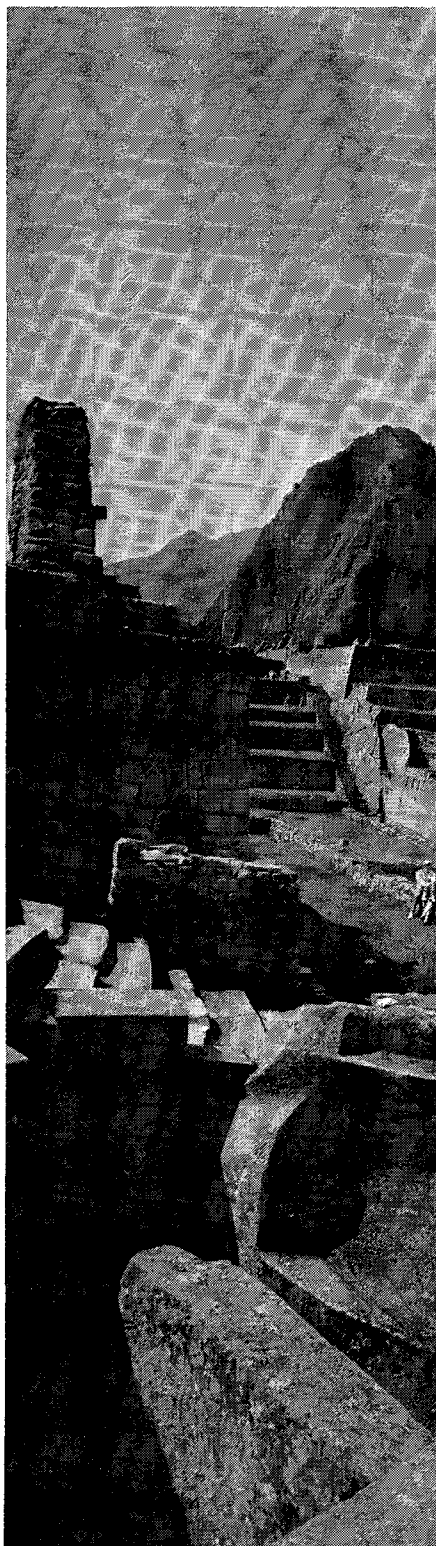
Four trips are scheduled to Hawaii, with the first tour departing March 22 and returning April 7. Planned events include a cruise on a quaint riverboat, a visit to a volcano, an outdoor steak barbecue, a "Malihini" (newcomer) party, the Kodak Hula Show, a yacht tour of Pearl Harbor, and numerous other activities. Each tour can take 80 passengers.

With accommodations for 100 people, the Bermuda trip occurs from May 10 to May 17. The Castle Harbour Hotel Golf and Beach Club will be "home" for a week for the travelers. Swimming, dancing, golfing, bicycling, shopping, boating, water skiing and tennis are among the activities that will be available to them.

Fourteen nights, July 25 to August 9, will be spent in the Canadian Rockies by some of Kodak's group travelers. Places to be visited on this trip include Calgary, Chateau Lake Louise, Jasper Park via the Columbia icefields, Vancouver, and Victoria Island, whose

gardens are rated among the world's most beautiful. Accommodations are available for 38 persons.

The Los Angeles-Las Vegas trip offers a late summer vacation and lots of action from August 30 to September 6. Hollywood's Continental Hotel in the heart of Sunset Strip will be one of the



Among the places to be visited on the South American adventure of Eastman Kodak employees is the famous lost city of the Incas, Machu Picchu.

stops, followed by Disneyland and Knott's Berry Farm. Also scheduled is a tour of famous Universal City Studios, "The Entertainment Center of the World." From there, the group will fly to Las Vegas and stay at the Sahara Hotel. Some of the highlights include a bus trip to Boulder City and beautiful Lake Mead and famed Hoover Dam. The maximum number of accommodations is 90 persons.

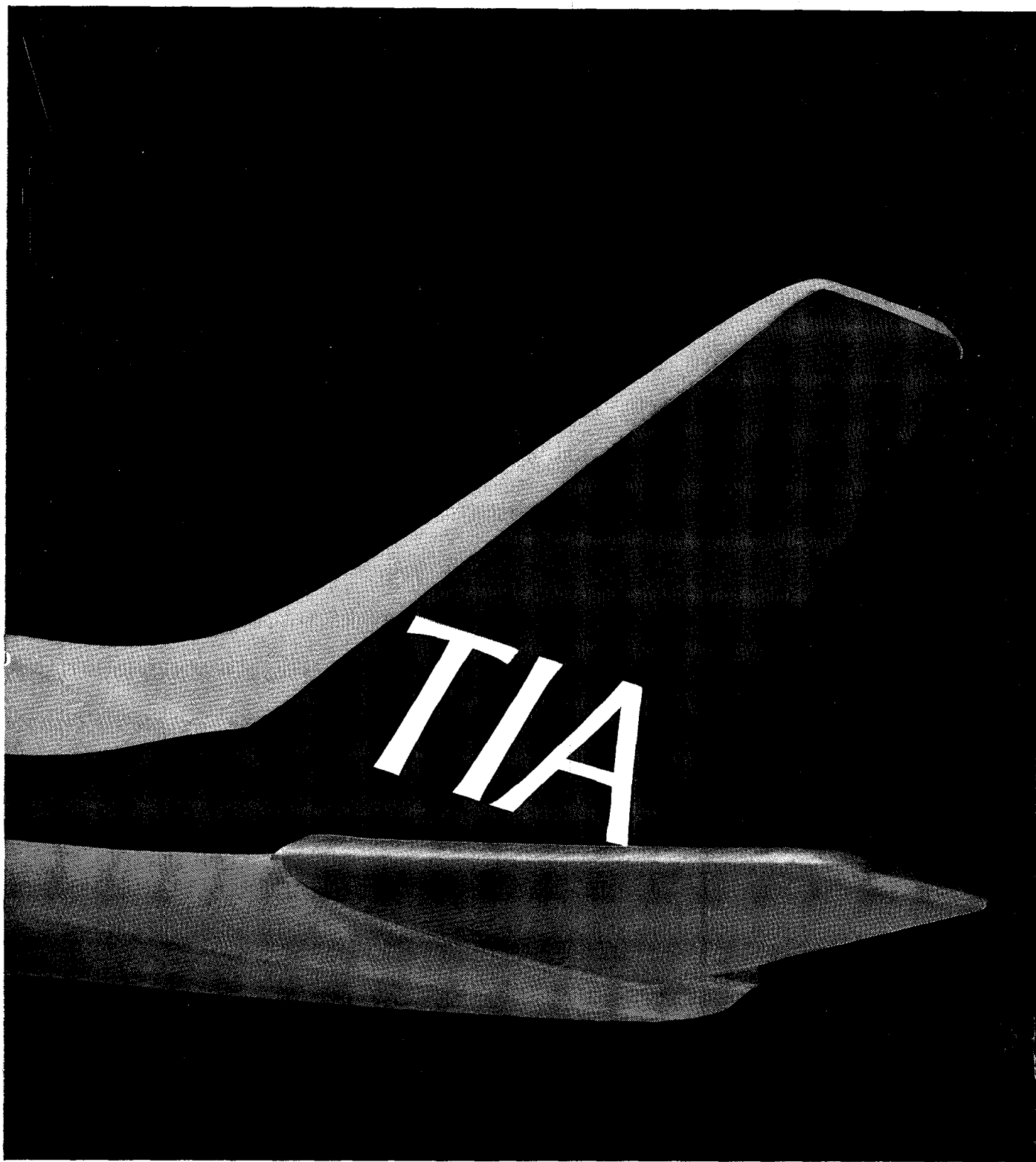
A Caribbean cruise promises to take its passengers to glamorous ports of call, beginning November 7 to November 22. After flying to Miami from Rochester, travelers will sail from Fort Lauderdale aboard the S.S. BRAZIL for thirteen days at sea and on the colorful islands of Puerto Rico, Bonaire, Trinidad, Barbados, St. Vincents, Martinique and St. Croix. An unlimited number of accommodations are available on this trip.

Nassau, with its sunny beaches, blue skies and gay nightlife should make the week of December 6 to 13 enjoyable for one and all. Accommodations will be at the Nassau Beach Hotel, which is conveniently located next door to a golf course. A group of 100 people can be accommodated.

After returning from these trips, many Kodak people, both active and retired, join the Kodak Travel Club, which is also sponsored by the various recreation clubs. It is now in its 19th season and has attracted audiences of more than 145,000 Kodakers and their families.

This club provides an opportunity for the travelers to show the pictures they have taken on trips. At the close of 1967, more than a billion passenger miles had been covered via transparencies and motion pictures at these programs.

One way to gauge the success of any travel program is by the number of repeat travelers, and another is by the letters that are received. One man writes, after taking one of last year's trips, "Our California trip will be long-remembered — perfect from the time we left Rochester until our return." And after one of the Hawaiian tours someone wrote, "I am so glad I took this trip, and I would highly recommend a Kodak-sponsored tour to anyone in the future." Still another comment from a traveler on that same Hawaiian trip says, "Many thanks to you for your efforts in making this trip available and for your advice in helping each of us prepare for it. We all had a wonderful time. ■



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Travel Projections and Survey of 1969 Employee Group Travel



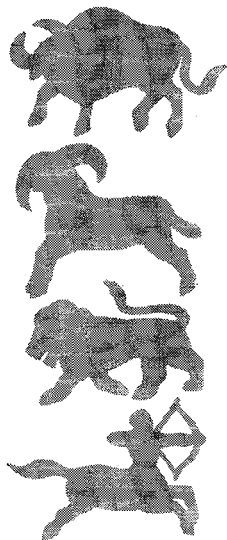
NIRA's Research Foundation conducted a special survey to obtain information on employee group travel plans for 1969. Data from this spot survey of 122 member companies throughout the United States and Canada was compiled by the American Bowling Computer Service of Crawfordsville, Ind. It brought to light some interesting facts and statistics.

Despite ten years of active promotion among employees, only 29 companies of the 122 studied had a

travel club. Lack of an organized club, however, was not a deterrent to travel, as indicated by 53 companies reporting booked trips.

Also, it was enlightening to find that the number of domestic trips scheduled for the year exceeded foreign trips, with Hawaii being the number one selection among the travelers. A trip to Europe was the second most popular choice, with Las Vegas and Jamaica tying for third honors.

The facts disclosed through the



SUMMARY OF 1969 GROUP TRAVEL PLANS OF 122 NIRA MEMBER FIRMS

EMPLOYEE CATEGORIES

| | 0-500 | 501-1,000 | 1,001-5,000 | 5,001-10,000 | OVER 10,000 | TOTAL |
|-----------------------|-------|-----------|-------------|--------------|-------------|-----------|
| Travel Club | | | | | | |
| Yes | | 2 | 10 | 5 | 12 | 29 |
| No | 12 | 8 | 36 | 14 | 15 | 85 |
| No Information | | | | | | 8 |
| | | | | | | <hr/> 122 |
| Travel Trips | | | | | | |
| Yes | | 2 | 25 | 9 | 17 | 53 |
| No | 7 | 4 | 15 | 5 | 9 | 40 |
| No Information | | | | | | 29 |
| | | | | | | <hr/> 122 |
| Domestic Trips | | | | | | |
| Florida | | | 5 | | 6 | 11 |
| California | | 1 | 4 | | 3 | 8 |
| Las Vegas | | 2 | 5 | | 6 | 13 |
| Rocky Mts. (Far West) | | 1 | 3 | | 5 | 9 |
| MardiGras | | | | | | 0 |
| Hawaii | | 2 | 9 | 3 | 11 | 25 |
| Other | | 1 | 11 | 4 | 5 | 21 |
| | | | | | | <hr/> 87 |
| Comments Received | | | 14 | 4 | 11 | 29 |
| Foreign Trips | | | | | | |
| Europe | | 1 | 8 | 2 | 10 | 21 |
| Bermuda | | | 4 | | 4 | 8 |
| Jamaica | | | 5 | 1 | 7 | 13 |
| Far East | | 1 | 2 | 1 | 4 | 8 |
| South America | | | 3 | 1 | 4 | 8 |
| Other | | 1 | 5 | | 7 | 13 |
| | | | | | | <hr/> 71 |

TRAVEL SHORTS

survey have motivated NIRA's research director, Gordon Starr, University of Minnesota, to continue studying, and in greater depth, the travel plans of NIRA members for 1970 and 1971.

The travel industry forecasts that tourism, as a whole, shall continue to grow at the present rate of 5%. According to the Bureau of Business and Economic Research, University of Maryland, the forthcoming year will see consumer spending slowing down a little; and in the category of "Foreign Travel by U.S. Citizens," they project only a 3.7% rate of growth. However, in their 5-year projection table, the Maryland research organization indicates a 6.2% "annual compounded rate of real growth (1968-1973)."

In another projection by the Bureau—one pertaining to *per capita* consumer spending for foreign travel by U.S. citizens—the following data was disclosed: 1968, \$22.50; 1969, \$23.33; and 1973, \$30.42.

One of the greatest challenges facing the travel industry today involves activating new markets and setting self-imposed growth objectives. Robert J. Murphy, Jr., national chairman of Discover America and vice-president of the Boeing Company, in a recent speech said that if the travel industry would set as a goal the doubling of past annual growth rates, they could increase the yearly trips taken by Americans within the United States from the 175 million generated in 1967 to 370 million in 1976.

"Pursuit of objectives to increase travel," Murphy declared, "would motivate millions of more Americans to travel and, by traveling, they would see their countrymen of different religions and countries and colors building a better America by working together."

Murphy also stated that the travel communities' grip on the discretionary dollar is being pried loose by the appeal to the consumer of other pleasures, such as sports spectaculars, vacation homes, and the growing number of cultural courses offered by hometown high schools and colleges. He remarked that fear of travel to major tourist centers, where high prices, civil unrest and crime threaten, is helping to increase the popularity of "backyard vacations."

OUTDOOR EVENTS. Listed among the top travel events for the month, as selected by the National Association of Travel Organizations, are activities involving winter sports and recreation. A review of the schedule shows that rallies for the snowmobile now rival ski meets as the most popular outdoor activity.

Feb. 14-16 — Whitefish, Mont.

Winter Carnival. One of the best small winter fun events in the nation.

Feb. 15-16 and 22-23 — Lake Placid, N.Y.

World 2-man and 4-man Bobsled-ding Competition. (For world title.)

Feb. 20-23 — Brainerd, Minn.

4th Annual Paul Bunyan Snowmobile Derby. Grand Prix racing, trail-riding, dog sled races; \$25,000 prizes.

Feb. 28-Mar. 2 — Munsing, Mich.

North American Snowmobile Championships. Cross-country and closed-circuit races; \$7,500 in prize money.

Mar. 1-2 — Roseau, Minn.

Mid-Continent Sno-mo-cade. 50-mile cross-country, powderpuff, jumping, trophy races.

Mar. 3-10 — Vail, Colo.

American International Ski Team Races.

Mar. 7-9 — Teton Village, Wyo.

International Wild West Ski Classic.

Mar. 13-16 — West Yellowstone, Mont.

Western Snowmobile Roundup and Winter Carnival. National races as well as family-type outings and moonlight tours.

Mar. 15-16 — Sandpoint, Idaho

Schweitzer International Ski Meet. Aspirants for American and Canadian national teams.

Mar. 20-22 — Waterville Valley, New Hamp.

World Ski Cup Race. Last in a series of 20 races in Europe, Canada and U.S.

TRANSPACIFIC AIR ROUTES.

In the first big handout of routes to the Pacific and Far East in more than 20 years, the Civil Aeronautics Board's goal of increasing transpacific competition among U.S. airlines was achieved. TWA and Northwest now match Pan Am's distinction as a U.S. round-the-

world carrier. Continental Air Lines moves into international operations with rights to Australia and New Zealand, while Braniff has new authorization to Hawaii via Mexico. Flying Tiger got limited certification as the first U.S. all-cargo transpacific carrier.

As a result of these vastly expanded routes authorization, the airlines—as well as the countries in the Far East and South Pacific—will be initiating massive promotion programs for attracting tourists to these areas. The CAB estimates U.S.-Orient traffic at 1.6 million passengers annually by 1970.

MONDAY HOLIDAYS. Monday Holidays, when uniformly adopted, will increase travel industry business 22% per holiday, according to a recent announcement by the National Association of Travel Organizations.

NATO has been conducting a Monday Holiday campaign for 18 years and was successful in achieving such legislation (effective in 1971) for Federal employees and residents of the District of Columbia.

The first state Monday Holiday bill, listing the same dates and days for observance as the Federal Law, was signed into law on Dec. 12, 1968, by Pennsylvania Governor Raymond P. Shafer. Jan. 1, 1971 was set as the date after which Washington's Birthday will be observed on the third Monday in February; Memorial Day, the last Monday in May; Labor Day, the first Monday in September; Columbus Day, the second Monday in October; and Veterans Day, the fourth Monday in October.

A TRAVEL ADVISORY BOARD was recently established by the U.S. Department of Interior to assist the National Park Service in promoting travel to historic and recreational areas adjacent to parks and in developing a balanced domestic travel promotion program.

Named by Int. Sec. Stewart Udall to serve on the Travel Advisory Board are: T. C. Orr, Creative Tour Operators Assn; Jerome B. Temple, Holiday Inns of America; William D. Patterson, Staturday Review; Adam Rumoshosky, American Petroleum Institute; L. W. Lane, Sunset Magazine; and James C. Gross, executive director of NATO. Also assisting the Secretary in an advisory capacity will be: Robert J. Murphy, The Boeing Co. and Norman J. Philion, Air Transport Assn.

ITINERARY PLANNING GUIDE

for Foreign and Domestic Group Travel

Vacationing employee groups will travel to the ends of the earth in the coming year. With the increasing prevalence of three and four-week vacations, it is possible for company groups to arrange tours listed below so that they may fly one way and cruise the other. This way they can enjoy the best of both modes of travel on a single tour.

As an aid to travel club officers and recreation administrators, R/M briefly outlines some sample tours. If the areas profiled here coincide with the interests of your groups, R/M can help you obtain the best all-around information, including specifics on accommodations and prices. Just indicate your interests on the attached postage-free reply card, tear out and mail. Information will be forwarded to you promptly.

EUROPE

E1. IRELAND-ENGLAND-SCOTLAND

Tours center on Dublin, London, Edinburgh, and can include all the historic sights of the British Isles. Schedule a trip to the Shakespeare country. Plan a trip around a group hunting or golfing expedition to Ireland and Scotland.

E2. FRANCE-HOLLAND-BELGIUM

Center your tour on Paris, Nice, Lourdes, Amsterdam, Brussels. See the Chateaux country, Normandy, Brittany, The Pyrenees. End with a Rhine River trip through rural Holland.

E3. GERMANY-SWITZERLAND-AUSTRIA

See Berlin, Frankfurt, Munich, Zurich, Lucerne, Geneva, Interlaken, Innsbruck, Salzburg, and Vienna. Include a Rhine River excursion. Visit the great medieval cities of Central Europe.

E4. SPAIN-PORTUGAL

Tour Lisbon, Madrid, Barcelona, Palma. Include a motor coach tour of rural Portugal. Other "Andalusian highlights" include jaunts through Granada, Cordova, and Seville.

E5. ITALY-GREECE

Start from Rome. See Milan, Florence, Venice, Naples, Genoa, Palermo, and Capri. Visit Athens and view the "glory that was Greece."

E6. NORWAY-SWEDEN-DENMARK

Visit Copenhagen, friendliest city in Europe. See the major cities of Scandinavia, including Stockholm, Oslo, Elsinore, Gothenburg and Bergen.

E7. THE MIDDLE EAST

Explore the great cities of the exotic Middle East including Cairo, Beirut, Jerusalem, Haifa, Istanbul. Side excursions to the Pyramids, Troy and Galilee.

E8. MEDITERRANEAN CRUISES

You can start from the U.S. or from a European port and visit the French Riviera, North African ports, Italy, and the Greek Islands. A variety of special cruise packages exist with your ship serving as your floating luxury hotel.

OTHER FOREIGN

F1. MEXICO

Arrive in Mexico City. Visit world famous sugar plantations, sulphur springs, resorts, Mexico City proper. Take trips to Pyramids of the Moon and Sun, and Shrine of Guadalupe. See a bullfight. Visit Acapulco.

F2. THE PACIFIC

Jet to Tahiti. Perhaps see Bora Bora and New Zealand. Combine with trip to Hawaii. See the world's newest and fastest growing vacation area.

F3. THE ORIENT

Stop over in Honolulu. Visit great cities of Japan, including Tokyo, Nikko, Yokohama, Kyoto, Osaka. Also see Hong Kong, Macau, Taipei, Tulien. Make additional stops at exotic Bangkok, Kuala-Lampur, and Singapore.

F4. TRANSATLANTIC CRUISE

Starting from New York, you leisurely cross the Atlantic to "do the continent." Luxury and comfort at bargain prices on your vacation begins the moment you step aboard.

F5. SOUTH AMERICA

Fly to Rio de Janeiro. See booming Sao Paulo, Montevideo, Buenos Aires, Santiago, and Lima. Visit the Inca ruins. Visit ultra-modern Brasilia, see Chilean Lakes, towering Iguacu Falls.

F6. CARIBBEAN CRUISES

Start from New York. Cruise to the Caribbean aboard luxury liner. Ports of call include St. Thomas, Fort de France, Curacao, Nassau. Experience the magic of the Indies.

DOMESTIC

D1. HAWAII

Jet to Hawaii from home city. Enjoy a traditional Aloha flower welcome in Honolulu. Swim at Waikiki. Try a luau dinner. Visit Pearl Harbor and the scenic delights of tropical Oahu. See the exquisite Outer islands. Take cruise ship back to San Francisco. Fly home.

D2. WESTERN TOUR

Starting from California, see Los Angeles, San Francisco, San Diego, national parks, Sierras, include Reno and Las Vegas, on to Colorado's Estes National Park. Jet to home city via Denver.

D3. LAS VEGAS AND RENO

Still the "Monte Carlo" of America, Las Vegas is a first rate group destination. See the famous gaming houses, nite spots gay with neon illumination. Consider including jaunts to Lake Mead, Grand Canyon, Zion National Park, and Death Valley.

D4. AMERICAN/CANADIAN ROCKIES

Start from Billings, Montana, and ride by streamline train and motor coach through the breathtaking Rockies. See Glacier Park, Yellowstone, and much of scenic Montana. Or organize a winter excursion to Denver, mecca of ski enthusiasts the world over.

D5. MIAMI BEACH AND STATE OF FLORIDA

Jet to Miami Beach, "Land of Sunshine." Stay in one of the many fine ocean-front hotels or motels. Schedule side tours, such as the Everglades and the Seaquarium. Take a local cruise. Motor over Tamiami trail to west coast of state. Stop at Sarasota, see famed Ringling Brothers Circus Museum. See the porpoise and seals perform at St. Petersburg Beach's new Aquatorium. Jet home from Tampa.

D6. MIDWEST

See Chicago, Springfield, Illinois, and historic Lincoln shrines in Illinois' "Lincolmland." Take a cruise on Lake Michigan. Travel by bus to Mackinac Island, through Michigan's most beautiful areas.

D7. NEW YORK CITY

Favorite all-time tourist attraction in the U.S.A. Jet to New York. See Broadway plays, attend concerts, see ball games. Visit museums. Tour city and view from atop RCA building, Empire State building, and others offering aerial views.

D8. WASHINGTON-WILLIAMSBURG

Visit the Capitol, Supreme Court, Library of Congress, Lincoln Memorial, Arlington Cemetery, Georgetown, as well as Mt. Vernon, a short distance outside of the city. See colonial Williamsburg, restored as it appeared in George Washington's day. Perhaps include a side trip to Maryland, to see Annapolis—home of the United States Naval Academy.

D9. NEW ENGLAND

Take a motorcoach tour of New England, 1,200 miles of scenic land, including Berkshire Hills, Green Mountains of Vermont, White Mountains of New Hampshire, Portland, and New England's rockbound coast. See Boston, Lexington, Cape Cod.

SPECIAL INTEREST TOURS

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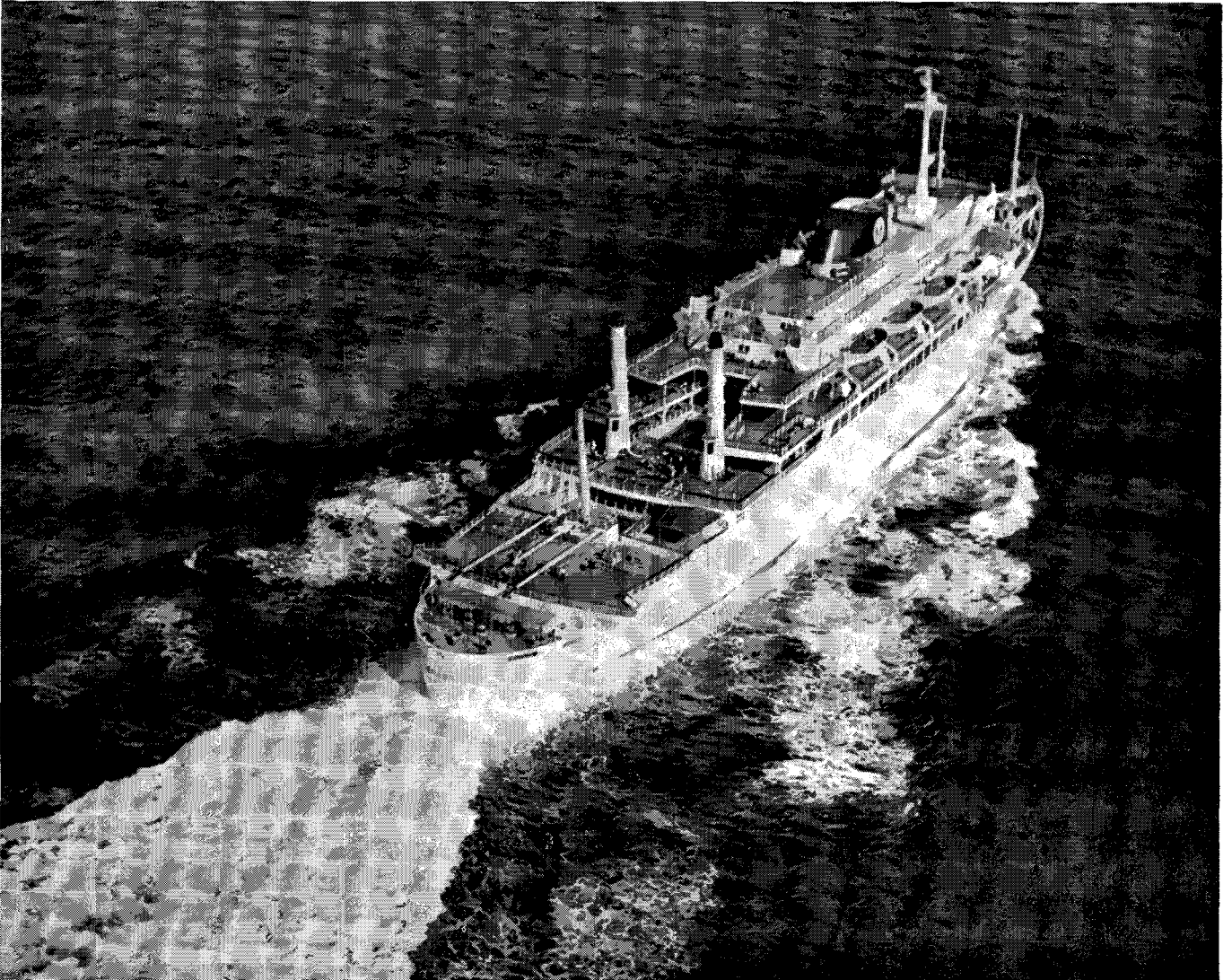
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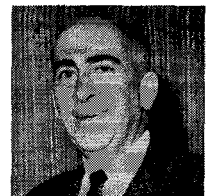
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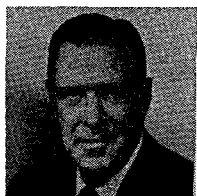
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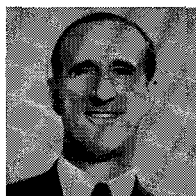
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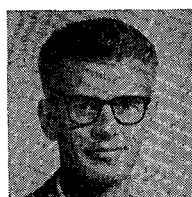
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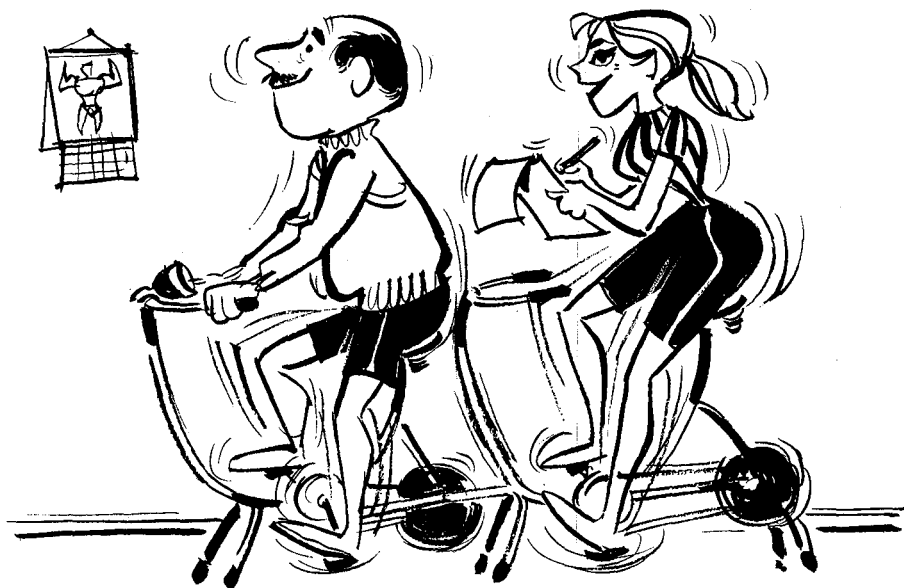
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Spotting heart attacks— beforehand

NASA study indicates that workouts may not only help prevent heart attacks but may be used to spot coronary-prone men. Companies are taking the hint with executive exercise programs.



Exercise programs have been prescribed medical treatment for years. Nobody questions their value. After a heart attack, for example, an exercise program is a key to a patient's recovery. It can help ward off a second attack.

But until recently there have been few studies of the value of a regular exercise regime to healthy men and women. Now, through research by the National Aeronautics & Space Administration, physicians are finding why exercise not only helps the healthy but how it can also help spot the man who's in danger of being hit by a heart attack.

Dr. Robert L. Fleck, chief of NASA's preventive medicine section, has examined about 900 executives for heart problems over the past three years. After hard exercise, he says, about 2% of the men had abnormal electrocardiograms. After additional tests, about 40% of the men with suspicious ECG's were shown to have an insufficient supply of blood reach-

ing the heart—a precursor of a heart attack.

An even higher incidence (7% to 8%) of heart irregularity was found by scientists at Georgetown University in a study sponsored by the Public Health Service and the Federal Aviation Administration. The Georgetown findings were based on tests with 900 volunteers, including 600 airline pilots.

These and other findings have led to three new programs aimed at preventing possible heart attacks through exercise. Data growing out of these programs could lead to a wholly new method for spotting coronary-prone persons. The programs include:

- An expanded research project by NASA aimed at pinpointing men who are prone to have a heart attack and seeing whether exercise improves their productivity and efficiency.
- Exercise breaks for executives in company fitness laboratories in at least three New York corporations to determine whether exercise is help-

ful in preventing heart disease.

- An appeal by the Metropolitan Life Insurance Co. to all male employees between the ages of 20 and 40 to test their stamina with hard exercise at the time of their annual physical checkup.

NASA's original experiment involved 40 men at a high executive level. Of these, 35 men completed a six-month exercise study in a special fitness lab in the basement of the agency's Washington headquarters.





They worked out three times a week for 20 to 30 minutes in accordance with pre-set exercise goals on 10 types of equipment. (The goals were individually set after a thorough physical examination and a physiological stress test conducted at Georgetown University.)

NASA worked with the President's Council on Physical Fitness and with Bio-Dynamics, Inc., of Cambridge, Mass., to set up its program. The Cambridge company rigged a motivational device called an electronic pacer to the exercise equipment. The device, which looks like a car's speedometer, computes an individual's work output and paces his performance.

Fleck says that though a full analysis of the pilot study awaits completion, the preliminary indications are that NASA participants "were more able to sustain higher levels of productivity during the day."

Dr. H. Harrison Clarke, who wrote a report based on the preliminary findings, concluded that the muscular strength and muscular endurance of the men in the study increased. At the same time, their heartbeat rate decreased and their heartbeat efficiency rose. Both are signs of an increase in heart efficiency. About 100 NASA executives have since been using the fitness lab to work out on their own.

Last month, NASA launched an expanded experiment with the Public Health Service involving another 250 top executives. The objective: to learn whether work productivity increases and improves with regular programmed exercise.

The men in this expanded group are working out in three different, 25-minute routines three times a week. One group of 150 men exercises in the special stress testing lab on equipment used in the earlier study. Fifty men are jogging or walking. The final 50 are working out in any way they prefer. The aim is to make compari-

sons of the relative merits of various types of exercise.

The NASA project prompted Bio-Dynamics to set up a Washington subsidiary, called Fitness, Inc., to market off-the-shelf exercise equipment linked to electronic pacers, an exercise program, and consulting services for corporate medical directors. It will also help find an exercise supervisor for any fitness lab it puts into operation. The average initial cost of such a lab is \$17,000.

Fitness labs have been sold to three New York corporations who will install them in new headquarters buildings. They are American Can Co., Standard Oil Co. (New Jersey), and Union Camp Corp. In addition, Mobil Oil Corp. is considering the idea. Metropolitan Life is using fitness equipment for its annual physical screening program. And American Airlines, Inc., will follow Metropolitan's lead next fall when it moves to a new training center in Fort Worth, Tex.

Until it moves to Greenwich, Conn. in 1970, American Can is using a fitness lab that it installed in a New York apartment building. Dr. David D. Holaday, the company's medical director, says that about 100 employees, ranging from a recently hired mail room boy to Chairman William F. May, work out there three or four times a week.

Each exercise break lasts about an hour. This includes time for changing into a loose fitting scrub suit, 20 to 30 minutes of exercise, a sauna bath, and a shower. Among the equipment in the lab is a treadmill, stationary

bicycle, rowing machine, situp bench, and pulley weights. At Greenwich, says Holaday, the lab will be coed and will include a full array of equipment.

Since June, Metropolitan Life's medical department is offering four exercise tests (rowing, treadmill, bicycle, and situps) as part of the annual physical it gives to male employees in the 20 to 40 age bracket. This group was singled out, says Dr. William R. Cunnick, Jr., the company's medical director, because it is made up largely of newly married men who tend to eat more, gain weight, and begin to lead sedentary lives. Metropolitan Life also encourages all employees to jog or walk to work briskly.

According to Cunnick, electronic pacers represent new technology that allows an accurate measurement of exercise output which can be compared to heart rates. Metropolitan is most interested in finding out how soon an employee's heart settles back to a normal beat two minutes after the end of hard exercise. Some 150 employees have elected to test their stamina with the pacer-linked exercise equipment. About a third have been left puffing and have been advised to get back in shape through diet and exercise.

"People are motivated much more by failure than they are by success," says Cunnick. "If they get a poor score on the exercise test, it is much more motivation to do something than anything we can say to them." He thinks that dynamic exercise testing

continued on page 40



(Cartoons by Leo Rotelli, R/M's art director)

NIRA Sponsoring Eight National Industrial Tournaments in 1969

National Women's Bowling Championship Added

The National Industrial Recreation Association recently announced the details and deadlines for the eight National Tournaments it will sponsor in 1969.

Following the policy of previous years, national competition will be offered member companies in Bridge, Bowling, Rifle, Pistol, Golf, Trap and Skeet. This year NIRA has added a Women's Division to the National Industrial Bowling Championships.

BRIDGE

7th Annual Duplicate Contract Bridge Tournament.

Deadline for applications to sponsor a local game (6 tables): March 31, 1969. Local games may be played any day in March or April. Deadline to send in results: May 2, 1969.

Prizes: 15-day trip to Hawaii, Las Vegas and San Francisco.

Number of entries in 1968: 2,718 from 69 companies.

Entry fee: \$1.00 per participant.

Chairman: R. Fred Canaday, General Motors Corp., Detroit, Mich.

Co-sponsor: Continental Travel, Ltd., Boston, Mass.

BOWLING

22nd Annual Men's and 1st Annual Women's: April 25-27 and May 2-4. C'Ville Lanes, Crawfordsville, Ind. 4 games, 70% handicap.

Entry fee: \$40 per team.

Prizes: Cash—high 4-game total each shift. Dozen golf balls—high individual game each shift.

Deadline for entries: April 5, 1969.

Headquarters: Holiday Inn.

Chairman: Bud Hobbs, Pres., American Bowling Computer Services, Crawfordsville, Ind.

Number of entries in 1968: 210 teams.

First place money: \$1,000, team; \$100, singles.

RIFLE & PISTOL

11th Annual (Postal) .22 Caliber Rifle & Pistol and 25-ft. Air Rifle & Pistol Championships.

Entry fee: Individual, \$2 per entry. Team, \$6 per team.

Deadline for firing and return of targets to NRA: May 1, 1969.

Prizes: Trophies—awarded at NIRA National Conference in St. Louis, June 6-10, 1969.

Co-sponsor: National Rifle Assn.

1968 entries: .22 Rifle, individual—283, team—59. Pistol, individual—306, team—75. CO₂ Rifle, individual—54, team—17. Pistol, individual—73, team—12.

Chairman: Dick Larsen, Kohler Co., Kohler, Wis.

GOLF

24th Annual: August 16-17, 1969. Purdue University, Lafayette, Ind. Scratch, 4-man team, 36-hole event.

Entry fee: \$60 per team.

Headquarters: Campus Inn, West Lafayette, Ind.

Prizes: Trophies and merchandise.

Deadline for entries: August 5.

Number of 1968 entries: 88 teams.

Chairman: Dick Wilsman, S. C. Johnson & Son, Inc., Racine, Wis.

TRAP

20th Annual: September 7, 1969. Middletown, Ohio. 50 bird event—2nd 25, handicap scale.

Host: Armco Steel Co., Middletown, Ohio.

Entry fee: \$10 per 5-man team.

Deadline for entries: September 5.

Chairman: Bob Bauer, Armco Steel Co., Middletown, Ohio.

Number of 1968 entries: 143 teams (715 shooters).

SKEET

5th Annual: Oct 11, 1969. New Haven, Conn. 5-man team, men and women's divisions. 50 targets.

Deadline for entries: October 1.

Entry fee: \$35 per team.

Co-sponsor: Winchester & Remington Arms Co.

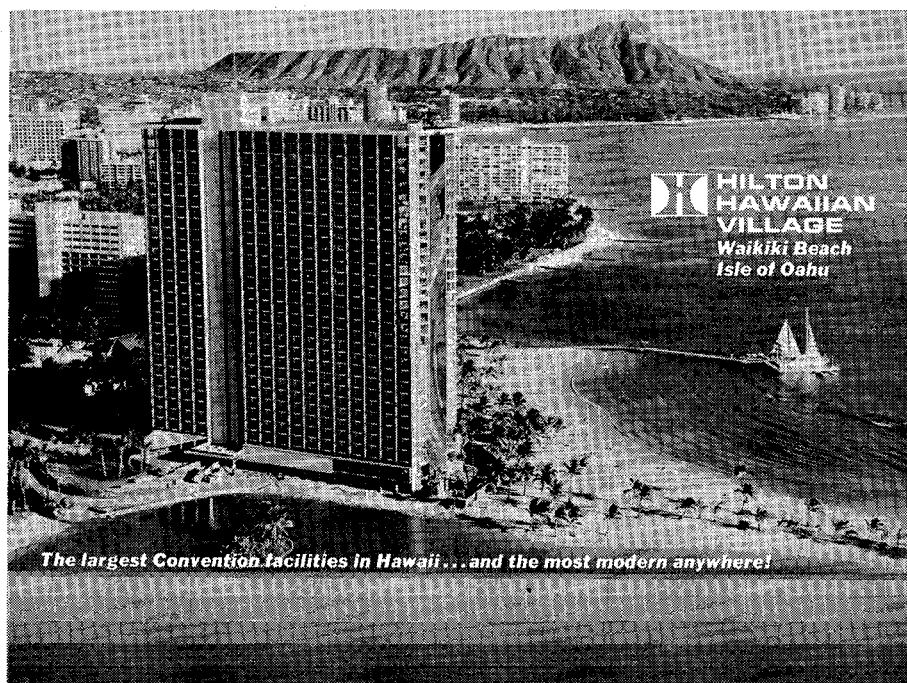
Prizes: Trophies and merchandise.

Number of 1968 entries: 12 teams

Chairman: Jim Maravack, Winchester Franchise Operation, New Haven, Conn.

(Camera, Fishing and Archery Tournaments dropped — No interested co-sponsors.)

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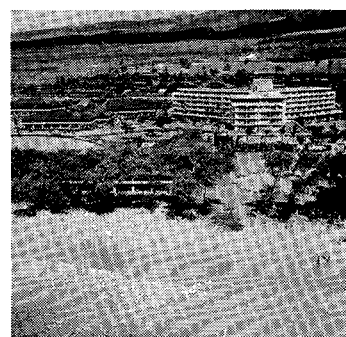
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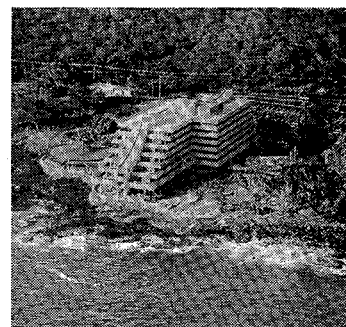
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Mayor of Oakland to Speak at NIRA's Annual Western Region Conference

The Hon. John H. Reading, mayor of the city of Oakland, will deliver the welcoming speech at the Opening General Session of NIRA's Western Region Conference.

The Conference, which begins on February 28 and extends through March 2 at the Leamington Hotel in Oakland, Calif., will feature a varied program on industrial recreation management. There will also be 19 exhibits with displays of new recreation products and services.

Following is a brief outline of the program for the 3-day Conference:

Fri., February 28

Registration
Golf Tournament
Wives—Tea
Problem Solving Forums
Oakland IRA 50th Anniversary
Reception
Evening—Open

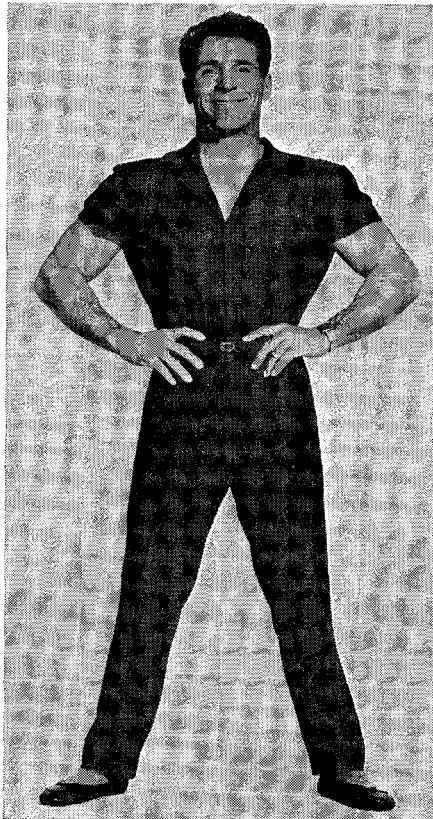
Sat., March 1

Continental Breakfast
Industrial Recreation Panels
Region VII Luncheon
Industrial Recreation Round Table
President's Reception
San Francisco—Chinese New Year Parade

Sun., March 2

President's Brunch
The "New Look" in Employee Services
Exhibit Hall Finale

Taking part in the Industrial Recreation Round Table's panel discussion on "Physical Fitness and Play Without Injury" will be Jack La Lanne, TV personality. Mr. La Lanne is dedicated to helping people improve their physical well-being and mental outlook on life through systematic exercise and proper diet and nutrition.



Jack La Lanne

Mr. La Lanne has written many, books and brochures on proper exercise and diet. His book, "The Jack La Lanne Way to Vibrant Good Health," published by Prentice-Hall in 1960, was on the best seller list nationally. His later books include "Food for Glamour" and "Abundant Good Health and Vitality After 40."

Jack continues to support the President's Council on Physical Fitness through his daily half hour television show and in personal appearances and lectures. He has been commended by the Council for his unceasing efforts in helping to bring better health to the nation.

CHINESE NEW YEAR

A trip to San Francisco's Chinatown to witness the famous Chinese New Year Parade is one of the evening activities scheduled for Conference delegates and their wives.

The New Year spectacle takes place on Saturday evening, March 1, and features Gum Lung, a block-long, golden-scaled dragon with 160 human feet. Also appearing in the parade are floats, celestial lions with long, silky eyelashes, and 8-foot high Taoist gods.

The driving out of demons is a major part of Chinese New Year rituals. On New Year's eve the Chinese home is sealed with red paper to keep demons out and luck in. Religious ceremonies are held, with foods offered to gods and ancestors and later eaten by the family.

On New Year's day, if at all possible, no one leaves the house. On the second day of the New Year, the family calls on relatives and friends and they exchange presents. Very strict rules, though, govern what gifts are acceptable. Family members must receive jewelry, silk, or ornaments. Distant relatives and friends get gourmet foods and plants (never cut flowers).

If you take part in this traditional celebration of the Chinese New Year, you'll be assured of a "Fai Lok Gaiee Neen"—or "Happy Year of the Rooster!"—year 4667.



John Dickson
Oakland IRA
Chairman



John H. Reading
Mayor of Oakland, Calif.



Laurence Bolling
Oakland Recreation
Commission
Keynote Speaker

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Employee Recreation Seminar to be Held at University of Minnesota

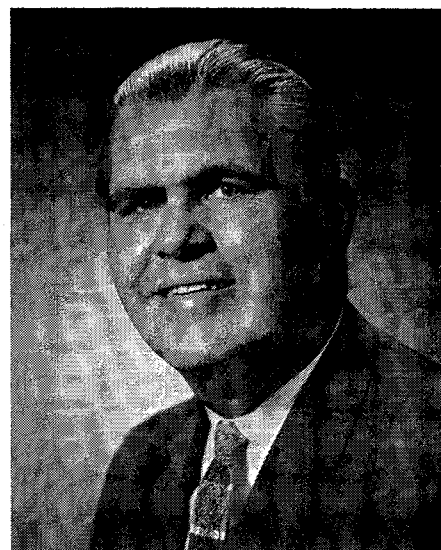
Dean Paul V. Grambsch will "kick off" the 2nd Annual Employee Recreation Seminar on Wednesday, February 26, at the Nolte Center for Continuing Education, University of Minnesota.

Dean Grambsch' special fields of interest are management, industrial relations, economics, and educational administration. His address will be on "Management and the Employee."

Dean Grambsch believes that the maintenance of human capital in industry is the most critical problem facing management today.

The ten-hour Seminar will include concentrated sessions on employee recreation costs, trends in vending, programs for smaller companies, and communicating through the house organ and other means.

Don Neer, Executive Director of



Paul V. Grambsch

NIRA, will close the Seminar with an address on "New Developments in Employee Recreation."

Anyone who is interested in or responsible for employee recreation is eligible to apply for the Seminar. (The deadline for applications is February 14.) A maximum of 50 participants will be selected from those making application.

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R. Hamilton (standing) and Dr. B. Sharp (sitting left) are among the passengers sailing from New York harbor on a two-week, winter bridge cruise conducted by Charles Goren (right) to the West Indies.

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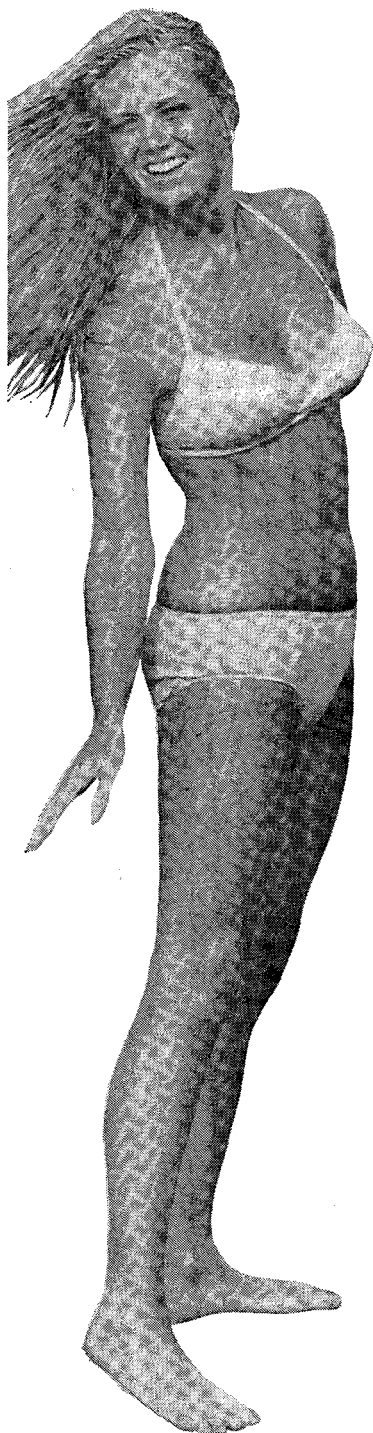
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NEW PRODUCTS

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Athletic Equipment Cart



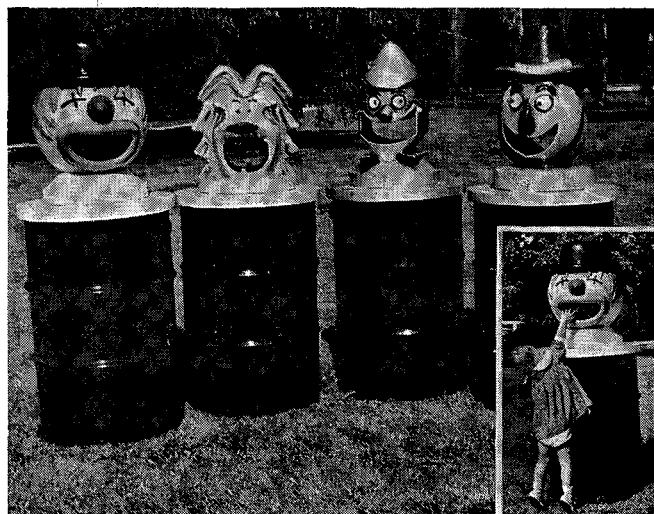
The "Hargal All-Sports Carryall Cart" rolls all types of athletic equipment to and from the playing fields. The cart rolls easily over any surface on two semi-pneumatic wheel tires, with a 4" front swivel wheel to permit complete maneuverability. It comes equipped with removable compartments and is available with an archery and golf tote box. Weight of cart is 60 lbs. and it measures 40" high, 18" wide and 30" long.

Write for information on No. 21.


Litter Barrel Covers

Colorful litter barrel covers with popular storybook character faces are manufactured by Game-Time, Inc. Constructed of aluminum and decorated with baked on epoxy enamel, these covers are designed to withstand years of park and playground duty.

Write for information on No. 23.



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speeds are achieved by applying silicone or wax to skis or Sno-Mat sections. Some of the exclusive features of Sno-Mat are: snap-on interchangeable parts for economical replacement due to normal wear; open middle design to eliminate water-logging and snow-slides; color-keyed, in green and yellow, to inhibit ultra-violet deterioration; can be installed anywhere without technical expertise. Priced under \$1.50 per sq. foot.

Write for information on No. 5.

Swimming Pool Enclosure

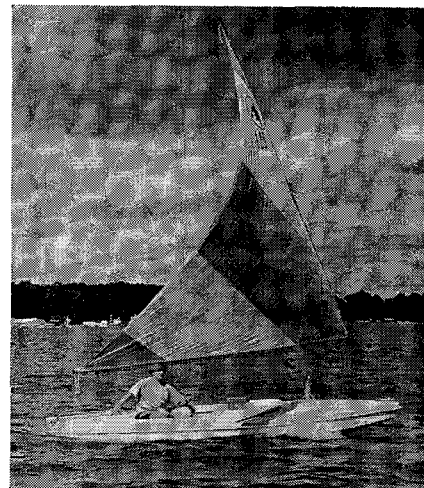
A new type of swimming pool enclosure, called an Aquadome, is built of weather-resistant steel struts which glide on tubular aluminum tracks. The cover material is clear, sun-proof, non-cracking vinyl that can be folded back, accordian-style, to permit full exposure in warm summer weather. With the dome in position as a pool enclosure, the ends can be opened up to create a tunnel of cooling breezes. Also, it can be partially opened to give swimmers the privacy and luxury of a protective cabana. According to the manufacturer, Cascade Industries, the Aquadomes will be available in a variety of sizes to cover most conventional pools. A 24' x 28' Aquadome will retail for under \$2,400.

Write for Information on No. 4.

Fiberglass Sailboat

Speed and maneuverability highlight the one-design characteristics of a new line of fiberglass sailboats from Molded Products Co. Molded of durable, fiberglass-reinforced plastics, the "Super Porpoise" boasts of such features as a spacious, non-skid cockpit, equipped with an automatic bailing system; hiking straps for heeled-over sailing; and kick-up rudder assembly for easy beaching. The 85 sq. ft. sail is of 3.4 ounce dacron. The boat weighs 155 pounds; overall length is 14' 8".

Write for information on No. 3.



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SPOTTING HEART ATTACKS — BEFOREHAND

will become as important in physical examinations as blood tests are now.

While American Can worries about what Holaday calls "weekend athletes," and Metropolitan is concerned about its newlyweds, Mobil will direct its new physical reconditioning program at deskbound executives. Dr. Harry A. Sinclair, Mobil's associate medical director, hopes that exercise breaks will one day compete with two-martini lunches. "The average executive in New York City spends most of his time working and commuting," Sinclair says. "He'll go out to lunch, but he won't go out to exercise."

Companies such as American Can and Metropolitan Life are keeping detailed records of the physical performance of their employees. Bio-Dynamics plans a data bank of such information within the next year. It will include physiological statistics on persons working out under their programs.

In Washington, the idea of stress testing and fitness labs also is catching on fast. NASA's Goddard Space Flight Center in Beltsville, Md., has installed a Fitness facility. And Transportation Secretary Alan S. Boyd is so sold on the idea that he has ordered an elaborate fitness lab and outdoor jogging track for installation on the roof of his department's new office building. ■

NIRA is pleased to announce that a National Institute on Executive and Employee Fitness will be held on the opening day of its National Conference and Exhibit in St. Louis, Mo., on June 6. This will be one of the largest and most outstanding meetings of the world's foremost authorities on fitness programs for industry.

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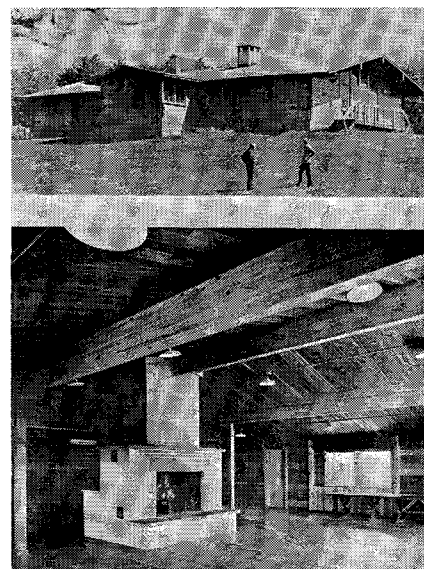
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POSITIONS WANTED

Supervisor or director of recreation position being sought by man, 33, with M.A. degree in Recreation from Brigham Young University, Utah. Married, one child. Salary \$8,500-\$9,000. Available Sept. 1, 1969.
Box 191—RECREATION MANAGEMENT

Univ. of Arizona graduate, age 22, with major in Physical Educ. and Recreation, available for employment June 1, 1969. Desires position as recreation director. Single. Salary \$9,600.
Box 190—RECREATION MANAGEMENT

Man, 27, with M.A. degree in Education from Wayne State Univ., Mich., desires position as director (or assistant) of recreation. Has 5 years varied experience. Married. Salary \$9,000. Available by Spring-Summer, 1969.
Box 189—RECREATION MANAGEMENT

Available immediately, man, age 30, with 3½ years' experience in park and recreation administration. Seeks position in industry. B.S. degree in Recreation, Indiana Univ.; some post-graduate work. Married, 2 children. Salary \$12,000-\$13,000.
Box 188—RECREATION MANAGEMENT

Position as athletic director or director of recreation wanted by 31-year old man. More than 11 years experience. Married, 3 children. Salary \$9,000. Available immediately.
Box 187—RECREATION MANAGEMENT

Young man, 23, who will graduate in June 1969 from Columbia University with a Master's degree in Recreation, seeks administrative position in industrial recreation. Married, 2 children. Salary \$7,500. Available July 1969
Box #185—RECREATION MANAGEMENT

Young man, 28, single, with B.S. in Recreation from U. of Oregon and now doing graduate work at same, seeks position in industrial recreation. Prefer Pacific Northwest or north. Some experience. Most interested in hunting, fishing, boating, conservation programs. Salary open. Please send response to: Douglas W. Graef, 35 - 60th Place, Long Beach, Calif. 90803

Young municipal recreation director with four years of administrative experience seeks position as director of an industrial recreation program. Broad background in sports. B.S. in Recreation Administration from U. of Indiana. Married, one child. Salary \$10,000 plus. Available January 1969.
Box #184—RECREATION MANAGEMENT

Young woman, 24, recently graduated from Wisconsin State University with a B.S. in Recreation, seeks position as assistant administrator in industrial recreation program. Single. Salary \$6,000.
Box #183—RECREATION MANAGEMENT

Young man, 28, with B.A. degree from the U. of Nevada and field experience seeks administrative position in industrial recreation. Single. Salary \$10,000.
Box #181—RECREATION MANAGEMENT

Municipal recreation director with five years' experience seeks position as recreation director in industry. B.A. degree from U. of Toledo. Age 31. Single. Salary \$9,000.
Box #180—RECREATION MANAGEMENT

Young man, 23, with B.S. in Recreation from U. of Wyoming seeks administrative or supervisory position in recreation program. Some prior experience. Married, 1 child. Salary open
Box #179—RECREATION MANAGEMENT

MISCELLANEOUS

GROUP-CHARTER FLIGHT HANDBOOK—New Guide details: Air fares; charter rates; regulations; Europe, Caribbean, World-wide; how organizers can earn free seats; airline classifications; inexpensive European charter tours. Names 1,100 typical organizations. Free details.
Travel Information Bureau, 16a Bristol, Kings Park, N.Y. 11754.

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PUBLISHER'S MEMO

by Don L. Neer
Executive Director,
National Industrial Recreation Assn.

Happy Birthday, RECREATION MANAGEMENT!

During the past ten years we have published 3,240 pages depicting the exploits of hundreds of employee recreation managers and their fine programs.

It has been heartening to see the increased number of American and Canadian industries, both large and small, that are offering year 'round, balanced programs aimed at the cultural and recreational needs of their employees.

With Americans spending one-third of their time on recreational pursuits, 1969 promises to be one of NIRA's finest. And RECREATION MANAGEMENT, starting its 11th year as the official publication, bows in with a new editor, Dinah Polen, and advertising representatives, Jerry Wolfe and John Hawkins of the Bill Pattis Co.

RECREATION MANAGEMENT is pleased to have played a part in the growth and success of the industrial recreation movement during the past decade under editors Mathews, Berry, Henn and Archbold. Much like the old line sporting goods firms who have so loyally supported us through lean and fat issues, we await the 70's with its \$150 billion dollar leisure-time market. A whole new arena of opportunity!

DON L. NEER

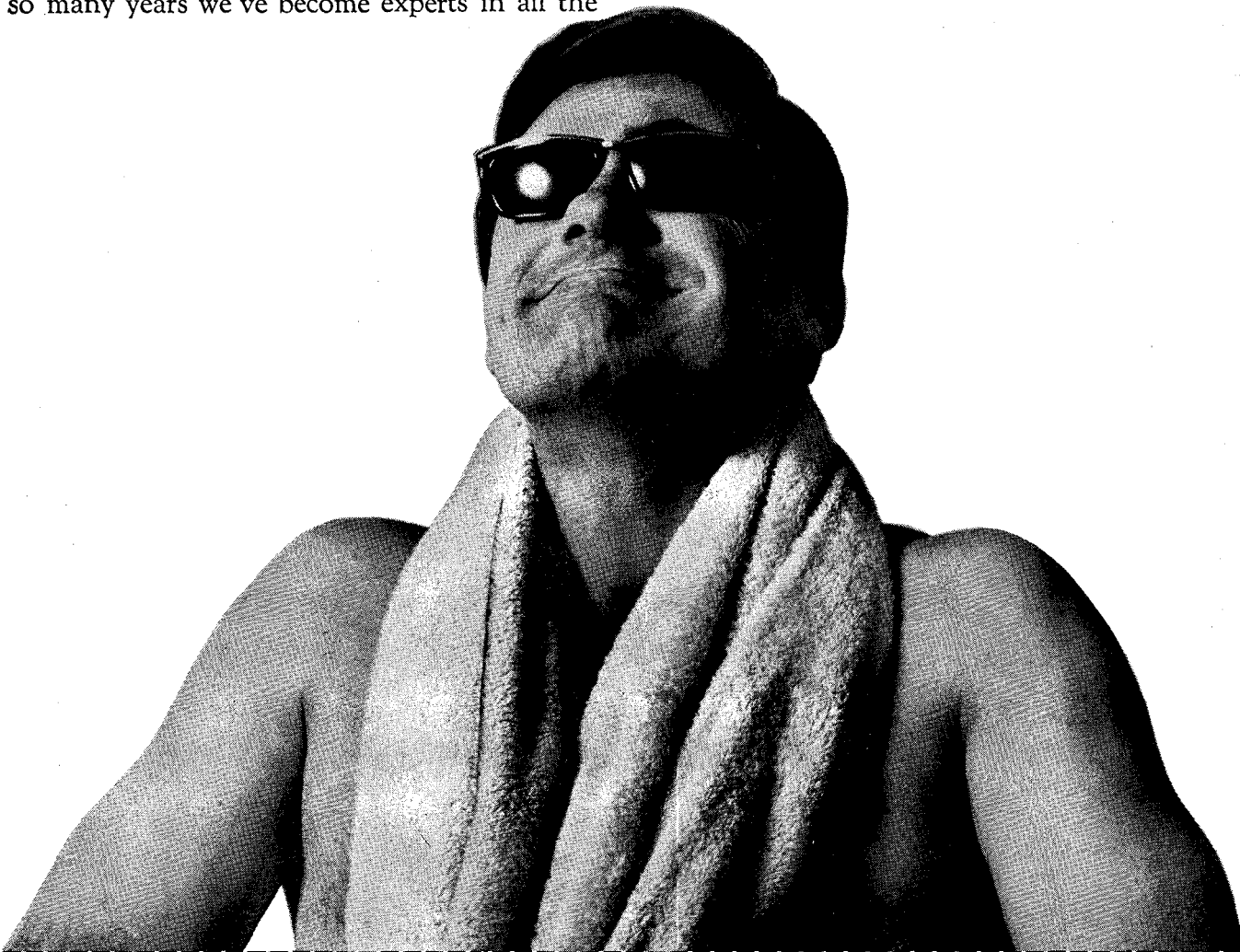
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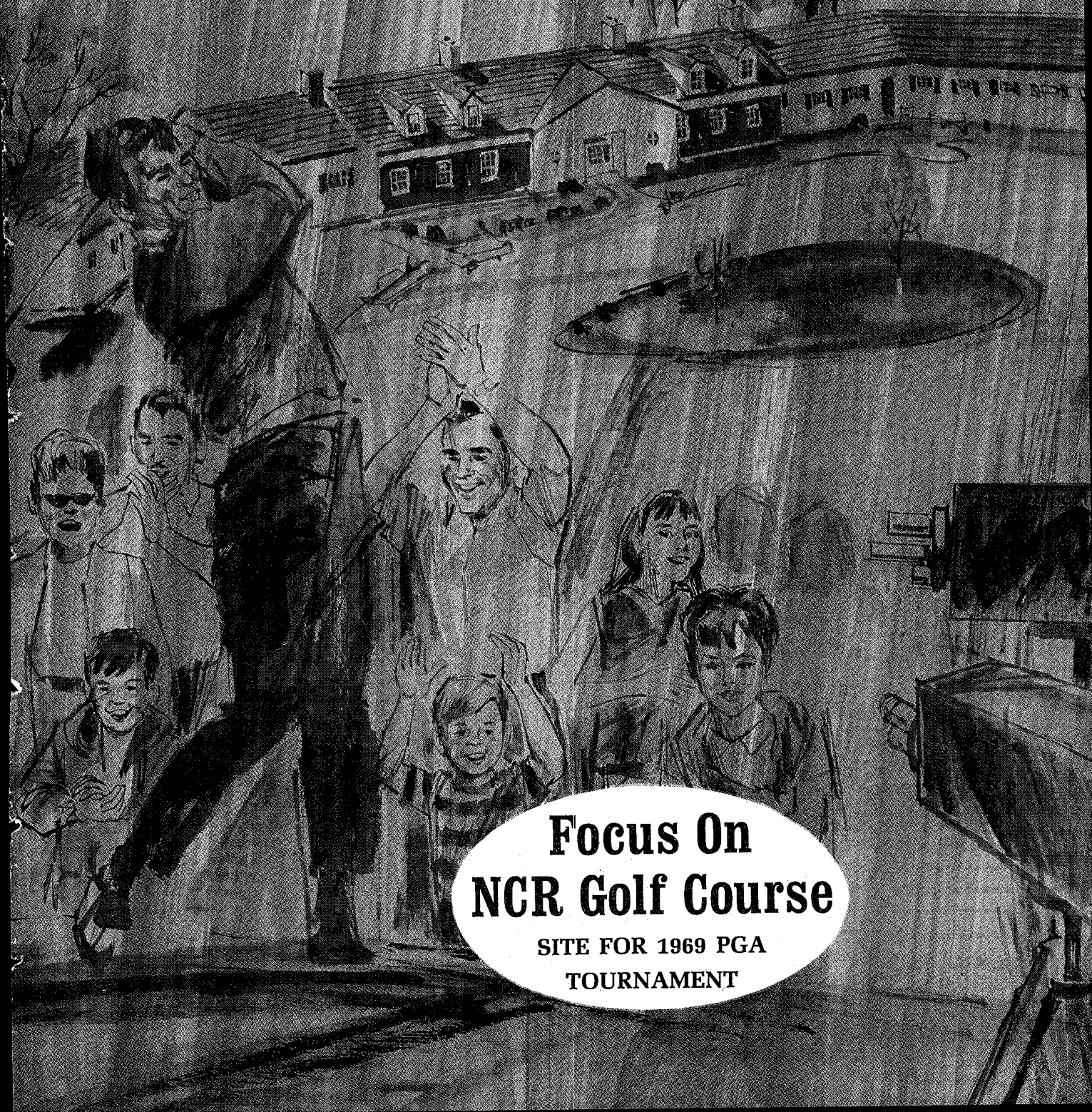
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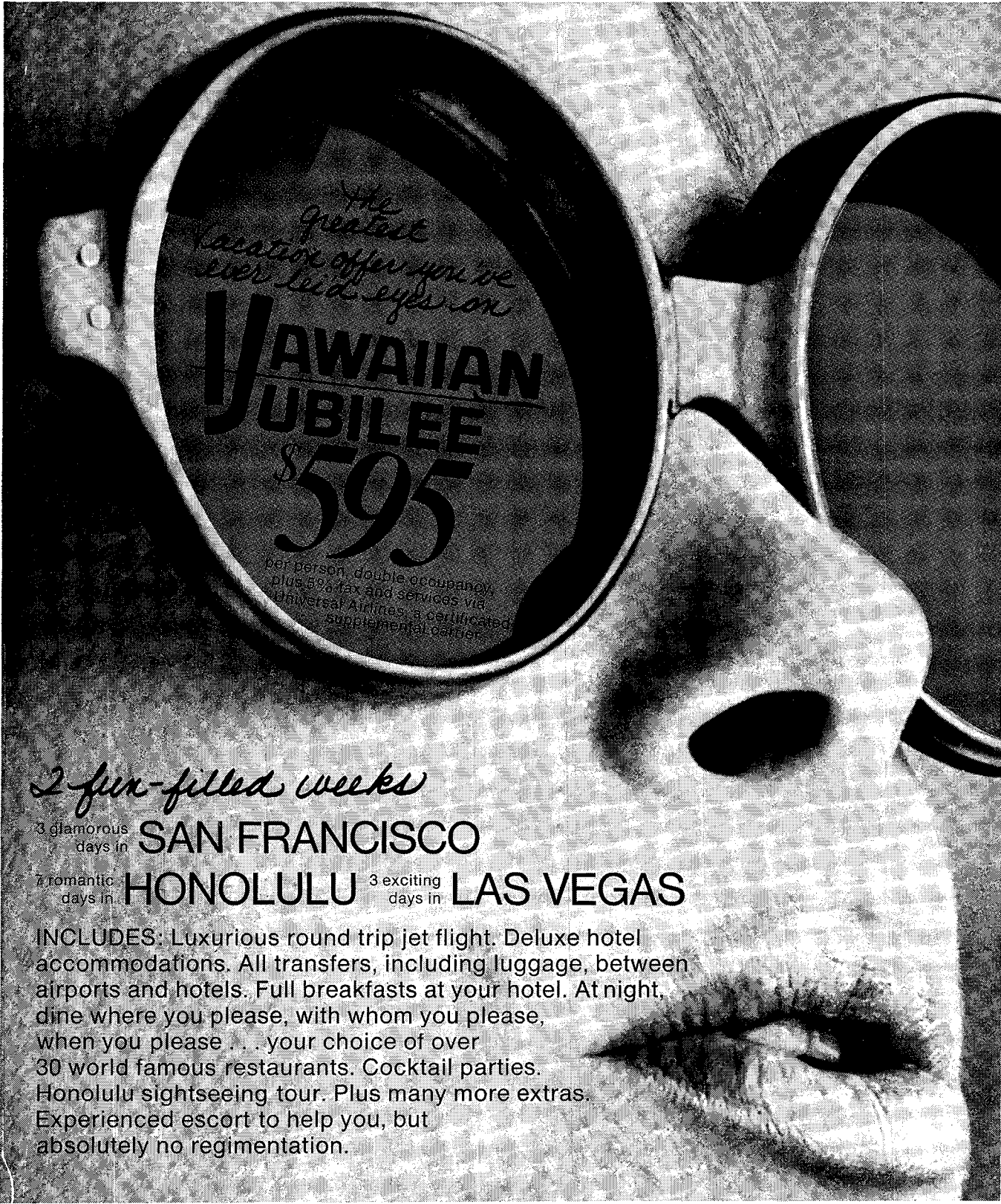
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Focus on NCR Golf Course— Site for 1969 PGA Tournament

Golf pro Julius Boros will step up to the tee this August to defend his title as PGA National Champion against the cream of professional golfers in the 51st PGA Tournament. And when he does, many people will be surprised to learn this great golf spectacle is being played on a company golf course—the South Course of the National Cash Register Company, Dayton, Ohio.

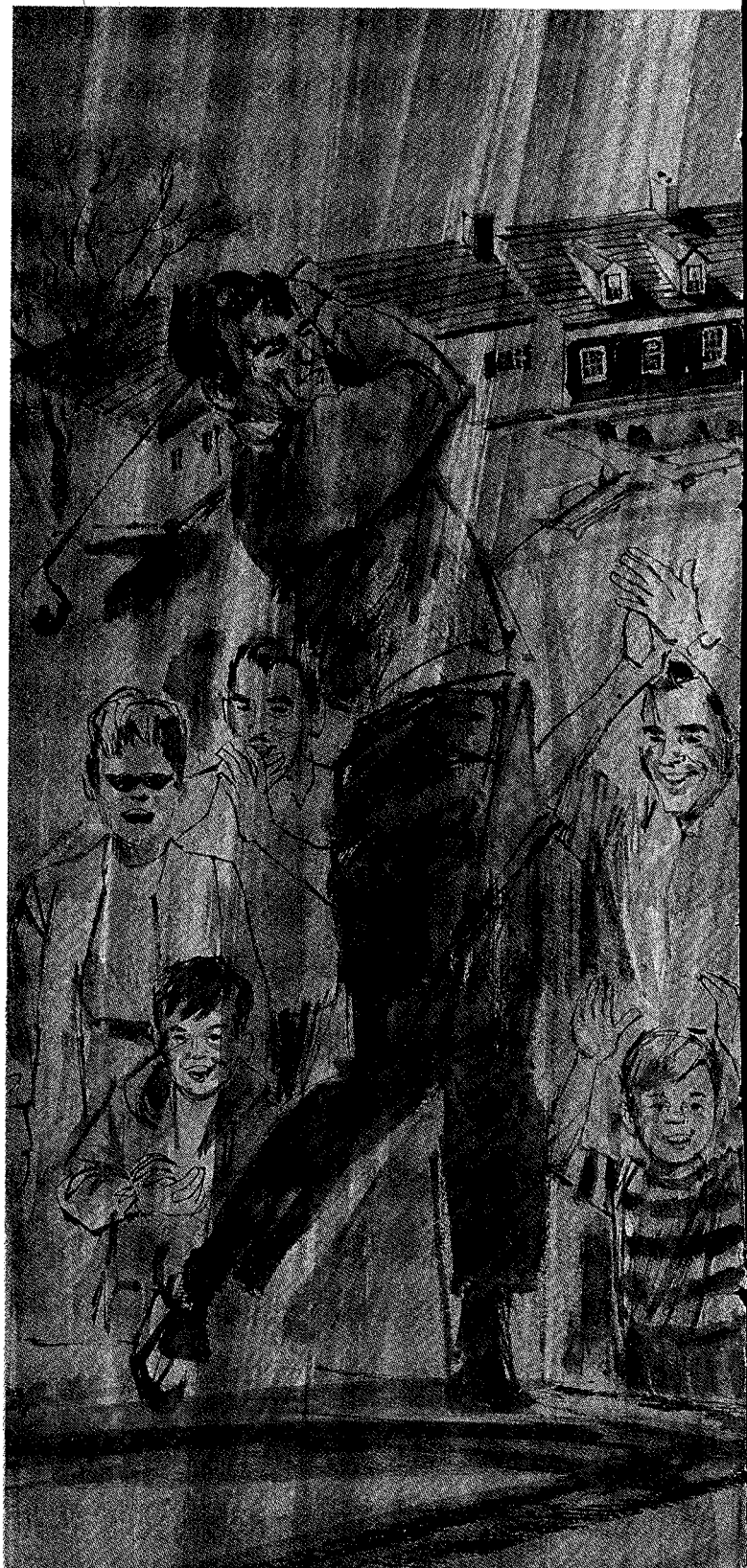
The announcement of where the 1969 PGA tournament will take place was certainly no disappointment to the pros, as the NCR course has long been known as one of the finest in the nation. Since its construction in 1954, its layout has been tested by top pros and amateurs in exhibition matches.

In many ways, the NCR course seems a natural choice for the PGA tournament. In the words of James Rudolph, NCR's head professional and national PGA tournament coordinator, "The PGA National Championship has been held at many fine golf courses in its 50-year history, but none will warrant greater praise than the par-71 South Course. . ."

"Dick Wilson was one of the greatest golf architects of the modern era, and he considered NCR's South Course just about his finest creation. Need one say more?"

The decision by the Professional Golfers' Association of America to hold its exclusive for-professionals-only tournament at the NCR course serves to underline the extent to which industry has responded to the vast recreation opportunities of golf. Indeed, golf is now second only to bowling among company recreation programs and appears to be continuing its rapid growth.

Recent figures from the National Golf Foundation indicate that of an es-



estimated 9.3 million serious golfers, nearly half are company employees participating in industrial golf programs—many on the 152 courses owned or supported by their companies.

A number of reasons underlie the rapid growth of company golf programs. According to a recent survey, the overwhelming majority of firms which maintain their own golf facilities agree that their programs play an important role in keeping personnel turnover and absenteeism to a minimum.

They point to other benefits as well, indicating that, whatever the cost of each individual golf facility, it is a worthwhile investment in good employee-community-company relations.

Underneath everything is the simple fact that golf is a sport of great and growing appeal and one which combines the most desirable elements of adult recreation. Through its handicapping system, it is a sport that anyone can enjoy. It is not tiring physically—which might reduce a worker's efficiency on the job—but invigorates and stimulates the participant.

The scope of company involvement in golfing varies widely, with such programs and facilities as NCR's at the pinnacle. International Business Machines' 206-acre golf club at Sands Point, N.Y., is another outstanding industrial course. A former Guggenheim estate, this course has a 57-room clubhouse on its grounds and boasts of features found in few private country clubs.

In the middle of the industrial golf spectrum is a wide variety of more modest company programs, which include putting greens, driving ranges, "par three" courses, and other less ambitious facilities. In addition, a vast number of firms, to provide golfing opportunities for employees, have made special arrangements with private or public courses.

Cummins Engine Co. (Columbus, Ind.), 3M Company (St. Paul, Minn.), Minnesota - Honeywell (Minneapolis, Minn.), Bethlehem Steel Co. (Bethlehem, Pa.) and E. I. duPont (Wilmington, Del.) are companies that have recently developed fine courses for employee use. At the present time, the following firms have plans in progress for construction of a company golf course: TRW (Cleveland, Ohio), General Dynamics (Ft. Worth, Tex.) Johnson Wax (Racine, Wis.) and Ford Mo-

tor Co. (Dearborn, Mich.).

The more expensive industrial golf courses can be particularly attractive to a firm's executives because they can be justified in broader terms than the direct employee relations benefits. Such facilities are sound additions to company investment portfolios, and can result in significant gains as real estate prices advance. The real advantage, though, is in providing an appealing recreation outlet for employees and a common ground on which executive and worker alike can meet.

At NCR, a family social membership in the Country Club is open to employees for a modest \$7.50 per year. Each adult member can enjoy playing privileges for an additional \$35, or may play on a fee basis. Retirees and juniors (10 to 16 years) can play for an annual fee of \$10.

The employees response is enthusiastic. Recent figures show that well over one-third of the 18,000 employees of NCR's Dayton plant are members of the club and more than 3,100 hold golfing memberships.

The program is regulated by Operating Members of the NCR Employees Benefit Association, which is comprised of employees from various positions within the company. The Policy Committee is made up of eight playing members.

In addition to the facilities, NCR provides a complete program of activities. League play is conducted five nights each week during the season on nine holes of each course reserved for this purpose. League players have an opportunity to be chosen to represent NCR in the Dayton Industrial Athletic Association Competition as well as the National Industrial Recreation Association's National Championships for industry.

The course was conceived and developed under the personal direction of S. C. Allyn, then president of NCR. A golf enthusiast and one-time chairman of the PGA Advisory Committee, Allyn specified that the course should offer the finest in all categories of country club service.

Its two courses present a variety of geography: the North Course lies in open, fairly level country, while the South Course was carved from the woods and hills of a naturally scenic area.

NCR makes every effort to protect

the interests of its golfer-employees. For instance, the incidence of "NCR golf widows" is kept at a minimum—through a range of activities which are provided to entertain wives (and children) at the club while the husbands get in their round of golf.

A standing rule at the club's pro shop is to avoid encouraging the beginner to invest in elaborate professional equipment. Rentals are available and inexpensive "skeleton sets" of clubs can be purchased. For those who are seriously interested in the game, however, the finest equipment may be purchased on an easy, interest-free, payroll deduction plan. According to general manager Walter Pienkowski, the ratio of fine equipment purchased is equivalent to the average private club.

An emphasis on outstanding food service at the club is another aspect of NCR's golf program. The club features a large, comfortable sandwich-and-beverage room; and a weekend buffet dinner is served on the veranda overlooking the course.

The country club is only one facet of the company's recreation program which was the recipient of the Helms Foundation Award for overall excellence in 1965. NCR's nationally recognized program includes Old River Park, an outstanding recreation area for employees use. Encompassing 170 acres adjacent to the NCR plant, Old River Park offers seven softball diamonds, five tennis courts, ten shuffleboard courts, 12 horseshoe courts, a miniature golf course, a large waterway with a motor launch and more than 60 canoes and rowboats, twin swimming pools, 600 picnic tables and other features.

C. R. Gillaugh, NCR's director of recreation, heads a staff of more than 50 who operate the company's recreation programs. About 80 per cent of the total cost is subsidized by company contributions, the balance coming from the modest fees charged for use of the facilities.

One result of the emphasis on providing ample recreation opportunities, Gillaugh reports, is that fewer employees feel the need to travel away from home during their vacations. During August, a slow month at many private country clubs, things are "jumping" at the NCR Country Club. That will be especially true this year, with all the excitement and bustle of the world famous PGA championships.

Helms Athletic Foundation Award is presented to L. Eugene Root, LMSC president, by Don Neer, NIRA executive director.



From Kodiak, Alaska, to Cape Kennedy, Florida—from Hawaii to Scotland—the Lockheed Missiles & Space Company (LMSC) carries on its diversified research and development activities. A group division of the Lockheed Aircraft Corporation, LMSC strives for excellence in all its work, and that quest for excellence extends to the recreation program it provides for employees. Evidence of results: This past year, the Helms Athletic Foundation cited the Lockheed Employees Recreation Association (LERA) as the "outstanding industrial recreation program in North America for companies with 10,000 or more employees."

LERA caters to a large group of patrons. It administers a recreation program for some 23,000 employees and families at Sunnyvale, Calif., headquarters location for the company. In addition, it sponsors leisure-time activities and programs for some 3,000 employees at more than a dozen outlying bases throughout the U. S. and beyond.

Lockheed: Pride & Teamwork Equal Success



The LERA Bagpipe Band established itself as the leading competitive band in California, as well as one of the more dramatic show units in parades and social affairs.

The Helms Committee selected LERA for top award because of its diverse program—a program encompassing six separate areas: club activities, sports, a ticket office, foreign and domestic tours, lunch-time activities and leisure-time programs for personnel at outlying bases.

Forty-three clubs serve employees in the Sunnyvale area and many are equipped with elaborate facilities, such as:

1. A telescope-equipped observatory in the Santa Cruz mountains for the Astronomy Club.
2. Seven aircraft for the Flying Club.
3. A laboratory darkroom for the Camera Club.
4. A workshop for the Ceramics Club.
5. A lapidary shop for the Gem and Mineral Club.
6. A large, permanent setup track room for the Railroad Club.
7. A radio "shack", equipped with receiving and transmitting equipment, for the Amateur Radio Club.

8. A modern and complete indoor rifle and pistol range.

For the meetings of many clubs, such as bridge, chess, scuba-diving, skiing and boating, six meeting rooms, a patio, a trailer storage yard and an auditorium are provided. LERA also assists the Snow Ski Club in arranging for the lease of two cabins at Lake Tahoe.

AWARD WINNERS

Striving for excellence has been productive for LERA. In the past three years the Gun Club has won 12 NIRA-NRA rifle and pistol match awards.

In 1966, the LERA Snow Ski Club entered Miss Tich Vajta in the San Francisco Bay Area Snow Ski Queen Contest. She was elected "monarch" of the Northern California slopes for the season.

The LERA Bagpipe Band captured the California "Governor's Own" award for two straight years—1964 and 1965. Throughout the years it has participated in many programs from Hawaii to Canada and played for numerous audiences. Recently the Band appeared at change of command ceremonies at Moffett Field Naval Air Station and entertained Lockheed California Company Management Association in Burbank on special invitation.

At Lockheed the athletically inclined can choose from a variety of activities. LERA sponsors 24 flag football teams; seven bowling leagues; 24 basketball teams; 48 softball teams; weekly physical fitness and volleyball programs; and monthly golf tournaments. In addition, it conducts an annual golf tournament, which pits the winner of monthly tournaments against one another in a two-day, 36-hole event. It is held at Spyglass Hill Country Club, Pebble Beach, home of the annual Bing Crosby Pro/Am Golf Tournament.

In 1967—the first year NIRA presented Awards of Excellence—Lockheed Employees' Recreation Association walked off with three awards, for its cultural, social and sportsman's activities programs. Only one other company among NIRA's 900 members garnered more than one of these awards.

MANAGEMENT ENDORSEMENT

An important element in the success of LERA's programs is the per-

sonal support of management, with endorsement beginning at the top. L. Eugene Root, President of Lockheed Missiles & Space Company, said in the June, 1967, issue of RECREATION MANAGEMENT:

"... We at the Lockheed Missiles & Space Company recognize the part that recreation plays in restoring the creative reservoir of the individuals who make up our real strength.

"Our company, like many in the aerospace field, is made up of many professions and skills... Therefore, our recreation program must be geared to take care of large numbers, and tailored to widely varying individual desires....

"As jobs have become more sedentary, they have become more complex and potentially more stressful. The constructive use of leisure-time provides the employee with both a physiological and a psychological release. It is in this area that our industrial recreation program is making a most valuable contribution."

William Rieke, executive vice president, likewise shows his support of LERA. Speaking at the Installation Dinner in 1967, Mr. Rieke said:

"... The LERA and your efforts do serve an important role in and for the company.

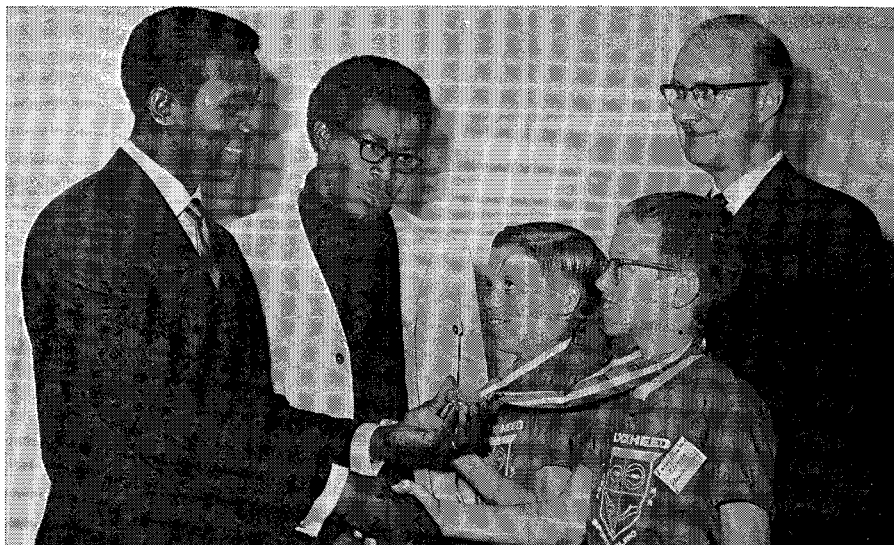
"First, I think it serves... by providing a common meeting ground for employees of all kinds and levels. Second, LERA serves a role by getting people

involved.... Both of these two effects contribute to a third—the building of a sense of intra-company unity, a team spirit.

"You've done a good job, for which we members are grateful. I know you will step up to the challenges of the future."

One specific way in which management demonstrates its close working relationship with LERA is during the annual Picnic and Rodeo. This event, held at the Santa Clara County Fairgrounds, attracts 35,000 people and provides an opportunity for the families of employees to get together for a day of fun and entertainment. The management of LMSC, working with LERA in 1967, selected this key event to display some of the company's exciting new products.

The Travel and Tours Program, inaugurated in 1967, provides employees the opportunity to visit the four corners of the earth, including Europe, the Orient, Hawaii, the Caribbean, Mexico, South America and Africa. The program opens each January with an "Extravaganza of Travel Attractions" and is held in the LERA auditorium. This production includes musical groups, slide presentations, and appearances by travel agencies and airline representatives, who discuss travel details and answer questions from the audiences. Based on past turnouts, it is expected that some 700 persons will take advantage of the Travel and Tours Program this year.



Two boys from the Santa Clara Unified School District, winners in the Lockheed Sports Clinic, are congratulated by (from L. to R.) John (Blue Moon) Odom, Oakland A's pitcher, and Lee Evans, San Jose State, winner of two Olympic Gold Medals at Mexico City, and LMSC executive vice-president Bill Rieke.



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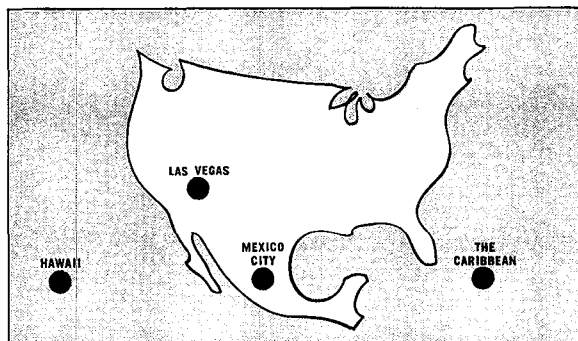
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Group-Hop fares are remarkably low. Often, the savings pay for most of the things folks do when they travel. And, if you like, we can help arrange for a complete group package that includes lodging, meals and entertainment.

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SPECIAL EVENTS

In addition to all these regular daily and weekly activities, LERA presents special events during the year. Fall and Spring dances are held each year. Russ Morgan, Count Basie and their orchestras have been featured at these dances.

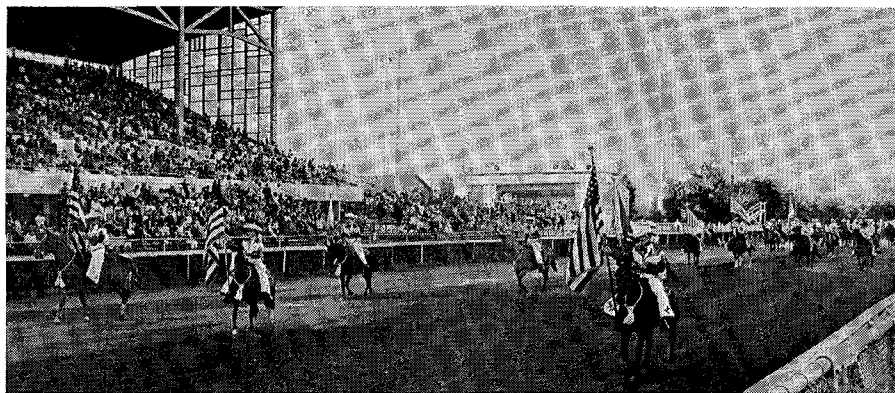
The annual Children's Christmas parties at advance bases and at Sunnyvale attract about 15,000 children of employees. The 1968 Christmas Party brought about what may have been a "first:" the "World's Largest Indoor Mountain." The mountain was constructed by employees in the Exposition Hall of the Santa Clara County Fairgrounds. It was over 200 feet long, 60 feet wide and 25 feet high, with 80 live trees planted on it. Over 30 of the LERA clubs had displays of their activities and equipment within the caves and dwellings carved into the mountain. There were nine Santa Claus lines, each being mazed so that the child receiving his gift would only be able to see his "Santa." Cartoons and movies depicting the company's diversification of products were shown throughout the day and there was a stage show with LERA clubs performing. These included Puppet and Marionette, Drama, Magic, and an eighteen-piece LERA orchestra.

The biggest event of the year comes in the middle of the summer. This is picnic-time, and employees enjoy the festivities, which are held at various locations. In Sunnyvale, LERA takes over the entire Santa Clara County Fairgrounds for a full day and evening of displays, children's rides and entertainment. Even a full-scale rodeo, by The Rodeo Cowboy Association, is included. The climax of the picnic is a gala fireworks display in the evening.

OTHER PROGRAMS

LERA also has been instrumental in presenting a series of avocational courses. In cooperation with the LMSC Management Association, programs such as an Underwater and Scuba Diving Seminar, Photography Seminar and a Driver's Safety Course have been presented for the benefit of employees.

The year 1968 saw these two organizations and San Jose State College, in conjunction with the President's Council on Physical Fitness and Sports, provide a pilot "Sports



The LERA Saddle Club leads the grand entrance to the annual Picnic/Rodeo held at the Santa Clara County Fairgrounds.

Clinic" program for 200 disadvantaged youngsters from the Santa Clara Unified School District. The Sports Clinic was held at San Jose State College physical education facilities. During the morning portion, athletes from San Jose State varsity football, track, soccer, basketball, and water polo teams performed various athletic skills for the youngsters.

The afternoon program consisted of a sports-testing program for the youngsters; it was coordinated with the assistance of Dr. William Haskell, director of program development of the President's Council. This endeavor was conceived not only to provide a unique experience for the children in attendance, but also to stimulate programs of this nature by industry and universities throughout the nation. LERA has received inquiries from numerous companies regarding this program.

LERA initiated a college intern program — one that may have been the first in the field of industrial recreation. This program provides students majoring in the field of recreation with job training experience at LERA during their final semester of school. The schools participating in this program have been San Jose State College, San Francisco State College and California State College at Hayward. To date, six interns have been trained.

The LERA staff works closely with the local Bay Area colleges in their recreation curriculum, and last Spring a student seminar on industrial recreation, with over one hundred students in attendance, was held. During the year many student tours are conducted through the LERA facilities.

A question often asked is, "What makes a successful industrial recreation program?" At the LERA, the answer is:

1. A professional staff: The four administrators on the staff are college graduates with degrees in the field of recreation.
2. Support from company management: There is a close working relationship between company management and the LERA organization.
3. Employee involvement: There are 24 council members elected by the LMSC employees for two year terms. The council serves in an advisory capacity to the LERA staff. 140 volunteers act as representatives for LERA throughout the LMSC's facilities.
4. Family involvement: Families of employees participate in all programs.
5. Diversification: The LERA program enhances many interests. There are social, cultural, and athletic activities designed for the leisure time of members. There are also programs geared for geographical location, covering such advance bases as Kodiak, Alaska, Kaena Point, Hawaii, and Cape Kennedy, Florida.
6. Evaluation and re-evaluation: LERA is constantly evaluating and updating all of its programs and improving or changing format of existing ones.

The Lockheed Employees' Recreation Association is truly involved in a diverse recreation program — one that is tailored to the needs of the thousands of Lockheed employees. It provides the relaxation, entertainment, and stimulus needed by individuals in today's fast-paced world.

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tennis, track & field,
wrestling, and
football,
too.**



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NIRA NEWSLETTER

The Year of the "Little Guy"

The first two NIRA Bridge Tournaments were heavily weighted in favor of the bridge "expert" or at least the "serious student" of the game. There were "PAR" contests with each hand presenting a sophisticated problem that wasn't always easy to spot—even for the experts. The wails from the casual players were loud and clear.

As a result, we changed to a less demanding tournament, with the top pairs from each region battling for the National Championship in the finals—three sessions packed into one hectic weekend. This was a definite improvement—one that was well accepted and enjoyed by those who

qualified. Even so, the less experienced players—the "little guys"—soon discovered that to win the grand prize they had to have Lady Luck riding their shoulders for three consecutive sessions. They had to *stay* hot (or lucky) for *all three* rounds—a tough assignment.

That's why the 1969 NIRA Bridge Tournament should be welcomed by "average" players everywhere. This year, contestants play only *one* session, in their own plant. They compete with the same people that they play against at every meeting of their bridge club, if they have a club. But, whether a plant has a club in operation or not is really immaterial.

Any plant can run a once-a-year tournament. Their top pair locally could very well be tops in the whole tournament and win that fabulous HAWAIIAN JUBILEE vacation for two as guests of Continental Travel, Ltd.

Yes, 1969 is truly the year for the "Little Guy." Every NIRA member-company should sponsor a game during March or April. Let's give *every* "Little Guy" a chance to fulfill his dream.

Editor's Note: As we go to press, only 26 companies have filed applications to sponsor a local game. (There should be 100 or more!)

NIRA SCHEDULE OF EVENTS

| | |
|------------------|--|
| APRIL | March 31—Deadline for entering Bridge championships. April 26-28—Men & Women's National Industrial Bowling Championships, C'Ville Lanes, Crawfordsville, Ind. |
| MAY | May 1—Deadline for entering National NIRA/NRA Rifle and Pistol Championships. May 1—Deadline for entering Helms Award and Certificate of Excellence Awards Program. May 2-4—Men & Women's National Industrial Bowling Championships, C'Ville Lanes, Crawfordsville, Ind. |
| JUNE | June 6—National Institute of Executive and Employee Fitness, Chase Park Plaza Hotel, St. Louis. June 6-9—NIRA's 28th National Conference and Exhibit, Chase Park Plaza Hotel, St. Louis, Mo. |
| AUGUST | Aug. 16-17—24th Annual National Industrial Golf Championships, Purdue University, Lafayette, Ind. |
| SEPTEMBER | Sept. 7—20th Annual National Industrial Trap Championships, Host: Armco Steel Co., Sportsmen Club, Middletown, Ohio. |
| OCTOBER | Oct. 11—9th Annual Industrial Skeet Championships, Winchester Gun Club, New Haven Conn. Oct. 29-31—National Industrial Recreation Seminar—Sesquicentennial Observance, Purdue University, Lafayette, Ind. |

AROUND THE CIRCUIT

Kaiser Recreation Golf Club is now operating under rules of the United States Golf Association, it was announced by Honest George Bauer, perennial handicap chairman.

USGA rules provide that handicaps be assigned in accordance with the following schedule:

1 through 4 scores: no handicap.

5 through 19 scores: temporary handicap.

20 or more scores: official handicap.

The former Equitable Stroke Control has been eliminated.

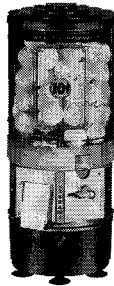
The Recreation Club of Dominion Foundries & Steel Ltd., Hamilton, Canada, recently celebrated its 25th anniversary. The first organized sport undertaken by the Club 25 years ago was "senior" hockey, with teams made up of men from various parts of the plant. Now there are many sports available, not only to the employees themselves but to their families as well, and these activities run year 'round. As part of the Club's anniversary celebrations, two hockey teams were assembled from men who played "way back when." It was reported that the game turned out to be quite a spectacle—as did some of the players.

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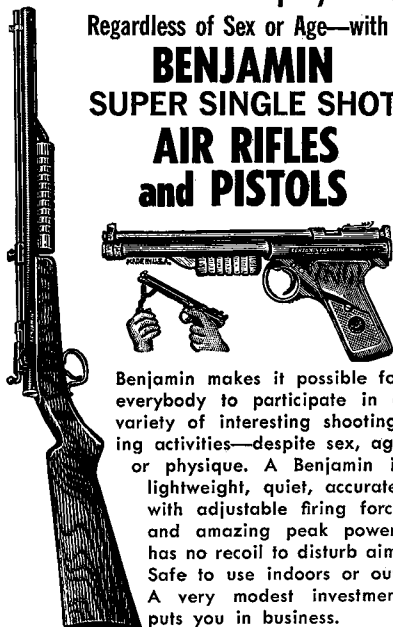
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"Gateway City" to Host NIRA's 28th National Conference and Exhibit

NIRA's 28th National Conference and Exhibit will be held at Chase Park Plaza Hotel in historic St. Louis, Mo., June 6 to 9, 1969.

Representatives from over 1,000 U.S. and Canadian companies are anticipated on opening day, June 6th for the first National Executive and Employee Fitness Seminar under the co-sponsorship of the President's Council on Fitness and Sports.

Papers by twenty of the nation's foremost fitness authorities and case studies of the leading fitness programs for industry will be studied.

A record Exhibit of the latest in industrial recreation products and services will also be featured.

Other highlights will include the

world's premiere of the musical "State Fair" at St. Louis' renowned Muny Opera, a visit to the Olin Company's Westerner Club Recreation Area and Grant's Farm for an evening at Augie Busch's home.

The St. Louis Industrial Recreation Council, comprised of some 30 industries, under the leadership of Bert Granville, McDonnell-Douglas Corp., and Otto Seibel, Concordia Publishing House, plan an information-packed, four-day Conference with a full program for the wives.

Full details on the program and advance registration information will be featured in the April issue of RECREATION MANAGEMENT.



St. Louis, site of NIRA's 28th Conference and Exhibit, as viewed from its famous archway.

NIRA "Certificate of Excellence" Being Awarded in Ten Activities

NIRA is again offering a "Certificate of Excellence" to those member companies who excelled in any of the following *ten* Recreation Activities during 1968:

- Bowling
- Golf
- Softball-Baseball
- Basketball
- Fitness
- Women's Activities
- Cultural—Music Activities
- Sportsman's Clubs — (Rod-Gun-Bow)
- Social Activities
- Retiree Activities

How to enter: Entries will be limited to a *one page* (8-1/2 x 11) typed

report showing size, scope, value and improvement (including one glossy action photo).

You may enter as many activities as you wish.

Awards: Outstanding programs in each of the above ten categories in NIRA's four membership classification will be selected by the judges, with winners receiving the "NIRA Certificate of Excellence" at the National Conference in St. Louis, June 6-9, 1969.

Deadline: All entries should be mailed to NIRA's office not later than May 1, 1969.

DO YOU JUST BELONG?

Are you an active member,
The kind that would be missed,
Or are you just contented
That your name is on the list?
Do you attend the meetings
And mingle with the crowd,
Or do you stay at home
And crab both long and loud?
Do you take an active part
To help the work along?
Or are you satisfied to be
The kind to "just belong?"
There is quite a program scheduled
That means a success, if done,
And it can be accomplished
With the help of everyone.
So attend the meetings regularly
And help with hand and heart,
Don't be just a member
But take an active part.
Are you an active member?
Are we right or are we wrong?
Are you an active member?
Or . . . do you just belong?

(courtesy: Childrens Limited)

Major national softball tournaments scheduled for 1969 by The Amateur Softball Association of America:

Fast Pitch, Women
Tucson, Ariz.
Aug. 22-30

Men's Fast Pitch
Springfield, Mo.
Sept. 5-12

12 in. Open Slo-pitch
Parma, Ohio
Aug. 29-Sept. 1

12 in. Ind. Slo-pitch
McAdenville, N. Car.
Aug. 29-Sept. 1

Women's Slo-pitch
Chattanooga, Tenn.
Aug. 29-Sept. 1

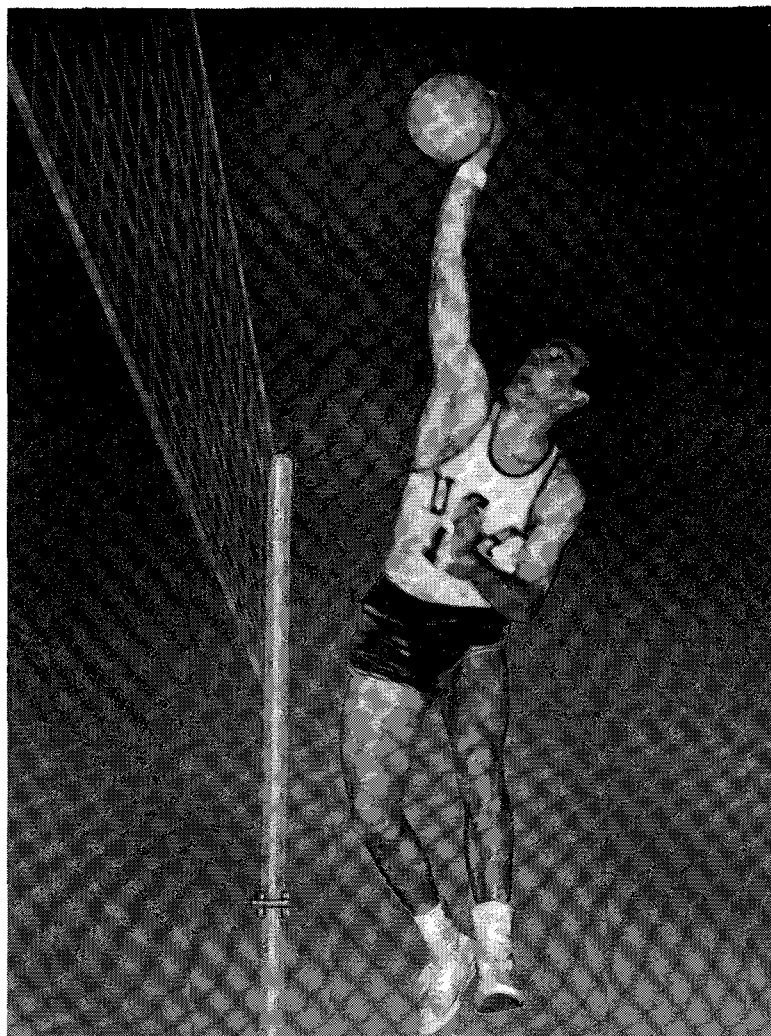
16 in. Slo-pitch Open
Sheboygan, Wis.
Aug. 29-Sept. 1

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Freeze Frames and Slow Motion sequences emphasize key Power Volleyball techniques. Cartridge loops never need rewinding and slip into a lightweight projector in seconds. Simplicity of operation allows anyone to show films without special instruction.

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For details on all "Sports Techniques"
Instructional Aids, write for a catalog.

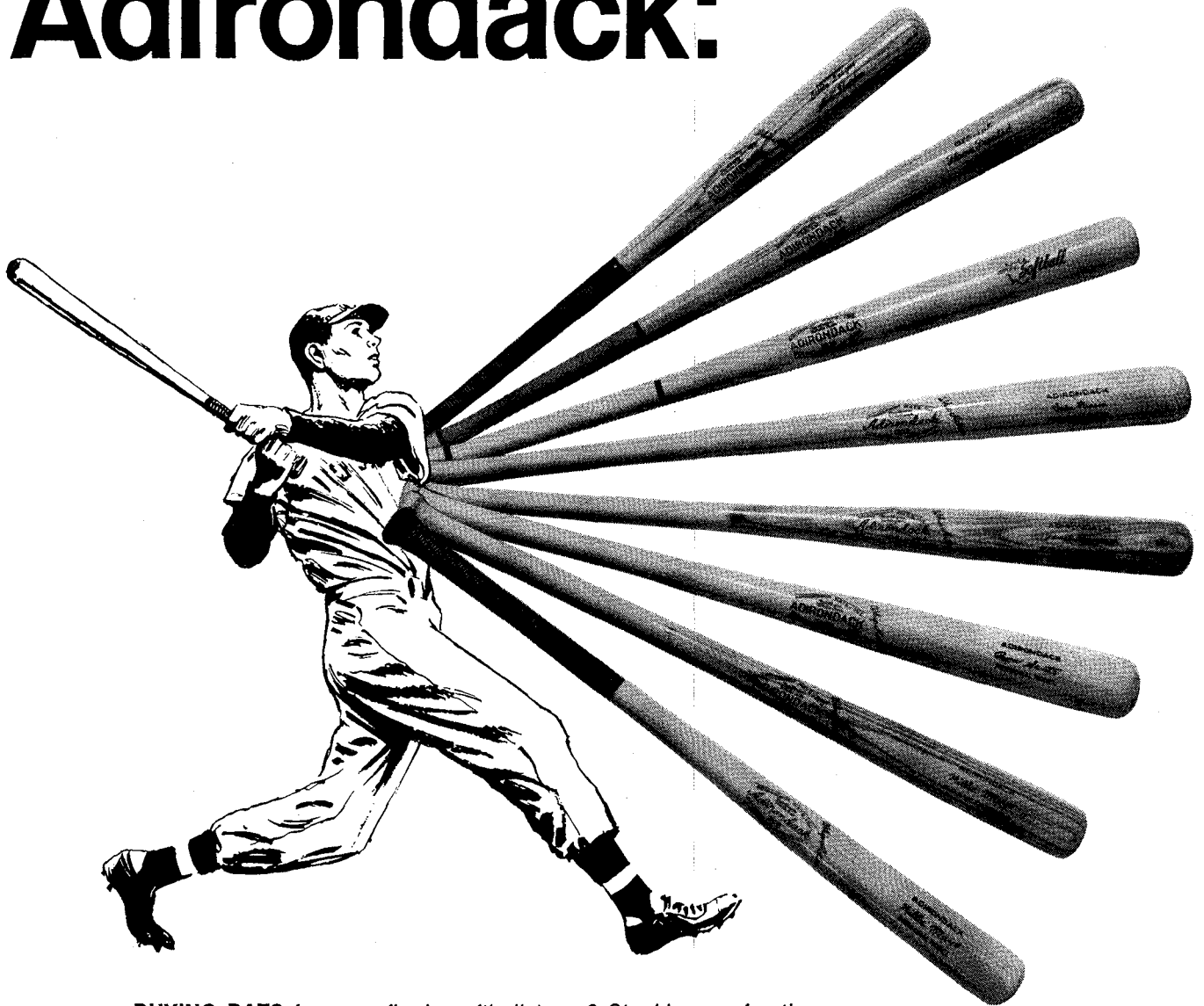
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'BIG STICK'®

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NEWS ROUNDUP

FROM THE WORLD OF RECREATION

... the LEGAL SIDE

A **FLYING CLUB** that arranges trips for its members and charges each one a proportionate share of the cost is furnishing a transportation service and therefore is responsible for collecting and paying the tax on transporting people by air, the IRS ruled. The Revenue Service said in such a case it's immaterial that the club is engaged in a nonprofit private plane operation.

SOCIAL CLUBS which sell liquor to their members get a reprieve on a ruling. The IRS said last October that the regular sales of liquor by a club to its members for consumption off the premises would cost the club its status as a tax-exempt organization. Now the Revenue Service says the rule won't apply to sales of liquor before 1969, which means the social clubs' tax-exempt status is saved through 1968.

A **GOLF TOURNAMENT** can cost a country club its tax-exempt status. The IRS ruled recently that a club that derives substantial revenue by hosting an annual golf tournament and charging the public a fee to attend isn't exempt from Federal income tax. The reasons cited for this ruling were that the club was doing business with the public and that the tournament income is benefiting members in the form of improved facilities and increased services.

BOAT OWNERS who are required to pay a registration fee in at least one state are allowed to deduct it as a general sales tax. The IRS ruled that although Maryland's 3% boat tax is selective, it may be considered a part of the state 3% sales tax since the rate is the same.

TRAVEL GROUPS applying for affinity rates are now required to prove that their group has been in operation at least two years. Copies of applications should be filed with IATA's compliance office.

MONDAY HOLIDAY bills have been introduced in the legislatures of 20 states and have passed in two as of January 22. Following Pennsylvania's lead, Georgia became the second state in the nation to adopt a Monday Holiday bill exactly paralleling the federal law.

DEER HUNTING day off—another union-negotiated holiday is added to the growing list. A new contract between a Northumberland, N.H., paper-maker and the Pulp and Paper Workers made the first Saturday of the state's deer hunting season a holiday.

... EVENTS

THE LARGEST TEAM BOWLING TOURNAMENT anywhere is the Journal Herald National Industrial event. The 1969 tournament, which will be conducted for 18 consecutive weeks, started on February 15 and will end on June 15. A \$20,000 first place prize is the lavish lure for the top team score, including handicap. Prize money in excess of \$175,000 is estimated. 6,305 teams participated in the tournament in 1968.

THE LARGEST BOWLING TOURNAMENT PRIZE FUND in history—\$658,499—will be divided among winners in the 1969 ABC tournament. The previous high was \$577,283 for the 1953 ABC tournament in Chicago.

The 79-day bowling event will run

continuously, 12 to 16 hours daily, through May 11. Teams will come from 49 states, plus Sweden, Finland, Peru, England, Japan, Canada, Puerto Rico and Bermuda.

The site of the tournament is the Dane County Memorial Coliseum in Madison, Wis., where 40 lanes were installed for the big show.

... EQUIPMENT and PRODUCTS

A **MILESTONE** was reached recently by Cosom Corp., Minneapolis, Minn.—it manufactured its 50 millionth polyethylene ball. The fete was significant because the first polyethylene ball developed by Cosom was



the original Pee Gee Bee practice golf ball, which became the standard for golfers everywhere. Out of the Pee Gee Bee developed an entire line of balls, bats, bowling-pins and sports play products—over 40 different products—all made of polyethylene.



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ENDORSEMENT of Chemold Corporation's new tennis racket was announced by the United States Lawn Tennis Association. Although USLTA endorsements cover a variety of tennis items, this is the first aluminum racket to be identified with their official seal of approval. The racket is riveted, rather than welded, which enables it to hold up better and achieve perfect balance.

COMPUTERIZATION comes to the aid of the golf instructor with an Electronic Golf Range introduced by Brunswick Corporation. This portable unit allows the golfer to use every club in his bag and accurately indicates yardage, direction and degree of hook or slice.

A miniature, transistorized analog computer, programmed with data generated by the PGA automatic golf machine, gives distance readings from 30 to 300 yards when the golf ball hits the shot-sensor cushion.

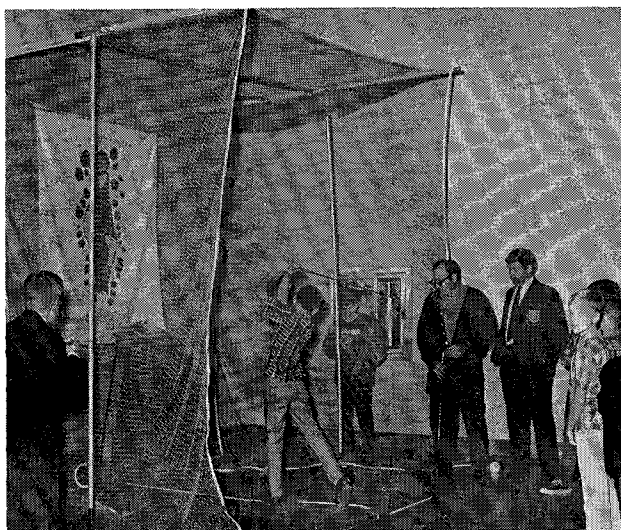
Distance is indicated on a yardage meter located at the top of the cushion. The computer electronically con-

verts the ball speed and elevation information and automatically compensates for bounce and roll associated with various club angles. The computer is battery-operated and small enough to be held in one hand.

The concave cushion converts the spin of each shot and rebounds the ball into a calibrated trap at the tee area. It also retains the impression of the impact point to permit the golfer to determine the direction of the ball in relation to the center of the fairway and if the shot was properly elevated.

The tee area and stance mat are both constructed of Astro-Turf, with rubber backing, which permits the golfer to hit down and through on iron shots, simulating taking a divot.

The entire teaching station is enclosed with nylon mesh supported by tubular steel frames. The Brunswick Electronic Golf Range, when assembled, requires an area 12 ft. by 15 ft. by 10 ft. high. When not in use, the entire range, including the safety cage, can be stored easily.



The Brunswick Electronic Golf Range proved to be a popular attraction at Lockheed's annual Father And Son Sports Night. The company also setup the unit for enjoyment by both children and adults at their Children's Christmas Party.

... TRENDS

GOLFING is being plugged by airline companies. Eastern says the reason behind the push is because "the demographic characteristics of the golfer and the air traveler fit together like partridges and pear trees." It figures that over 385,000 air passengers a year fly just to play golf, while millions of other flying executives are golf buffs.

Eastern, by naming Jack Nicklaus as its flying pro, aims to expand its Flying Golfers Club to 50,000 members from a current 20,000. United Air Lines is capitalizing on a five-year contract with Arnold Palmer. It offers commuters between Chicago and New York golf quizzes written by Palmer; golf balls are given as prizes.

American Airlines solicits key business accounts by conducting an annual Astrojet Tournament (Feb. 14-16) at Carlsbad, Calif. The executives play with such top sports stars as Joe Namath and Mickey Mantle. American also pushes special golf tours to Phoenix. It says it will have about 500 of them this year, 150% more than in 1968.

National gets into the act by sponsoring a tournament—a new \$200,000 open golf event—which will take place late in March. Other lines are also major tournament sponsors.

HOUSEBOATS are gaining status as uses expand and sales mount. Five years ago, the market for houseboats was in the hundreds, but last year 2,000 were sold, and forecasts for 1969 show the number reaching the 3,000 mark. Bangor Punta Corp. expects its subsidiary, the Seagoing Boats Co. in Florence, Ala., to double last year's sales of \$3 million.

The newer model houseboats cruise at 12 mph to 25 mph. They are often less than half the cost of equal length regular cruisers and accommodations are more commodious.

Houseboats are being offered by resort operators to rent to vacationers as an alternative to regular shore-side quarters. Chris-Craft, which expects to sell around 500 this year—or eight to nine times as many as in 1968—says it has sold a number to developers of a resort in British Honduras. Others will appear at resorts in Acapulco and Nassau.

Healthful fun for every age group!

DIMCO SHUFFLEBOARD



Children, young people, adults . . . everyone enjoys Dimco Shuffleboard for excitement, relaxation and wholesome exercise! Court diagram can easily be laid, indoors or outdoors. Famous Dimco equipment, in low-price "Sunlife" or premium-quality "Free-Glide" lines, comes in sturdy Regulation Sets or Junior Sets (2/3 regulation size).

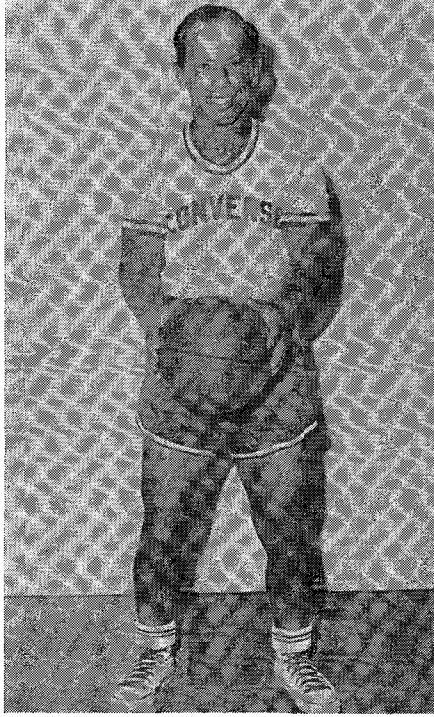
FREE . . . Court layout plans, game rules, catalog of Dimco Shuffleboard sets. Write today to:

DIMCO-GRAY, 208 E. Sixth St., Dayton 2, Ohio

... PERSONALITIES

HAROLD "BUNNY" LEVITT, the undisputed world's champion at free throws, and now a member of the Converse Rubber Company sales and promotion staff, appeared as a guest on "What's My Line." The highlight of the program was a free throw contest between "Bunny" and the panel of celebrities.

"Bunny", who stands 5 ft. 4 in.



Harold "Bunny" Levitt is a member of the Converse Rubber Company sales and promotion staff and promotes the game of basketball throughout the country by giving clinics and exhibitions at schools, military posts and professional basketball games.

tall, was one of the smallest professional basketball players in the world. During his playing career, this little giant dropped 499 consecutive shots through the hoop, an official AAU record. In an exhibition, "Bunny" shot free throws for 7-1/2 solid hours, missing only two out of 871; his amazing feat landed him in Ripley's "Believe It Or Not." For three years he toured the world with the sensational Harlem Globetrotters, showing his specialty between halves.

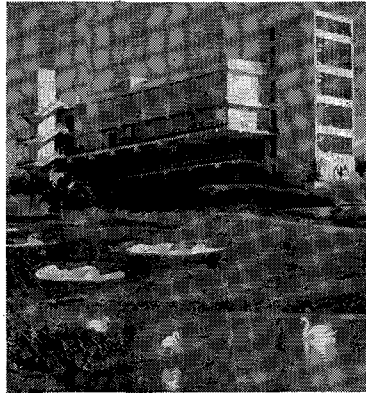
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Inside, locker rooms are done in the long-forgotten Grand Style. There's an incredible arrangement of baths—Roman, whirlpool, sauna and steam—and plenty of needly shower power.

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And there's a golden rooftop solarium from which you can see the Caribbean, the Atlantic, and what seems to be forever.

It's all part of El Conquistador, that soupçon of southern France in eastern Puerto Rico.

Just a small part, really, of an unforgettable vacation experience.

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NEW PRODUCTS

For further information on the products described, write to: **RECREATION MANAGEMENT, 20 N. Wacker Drive, Chicago, Ill. 60606. Refer to the product by number.**

Weight Training Unit

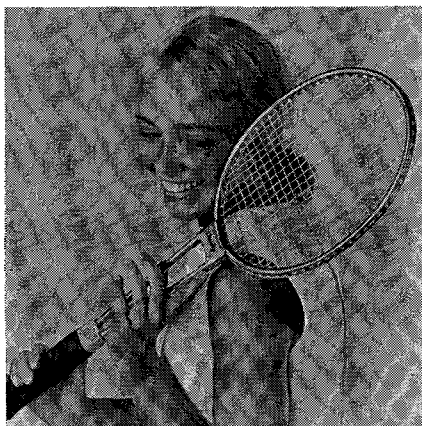
The "Trainmaster" is a weight training unit from Premier Products. Designed to meet weight training programs, it has a solid construction with 240 lbs. of cast iron lifting weights. Tensaloy cast guide rollers eliminate any need for lubrication. No weights can be misplaced or stolen as they are permanently attached to the unit. All installations fittings are included.

A newly revised wall chart, illustrating a wide variety of exercises that are possible with the Trainmaster, is now available.

Write for information on No. 2.

Steel Tennis Racket

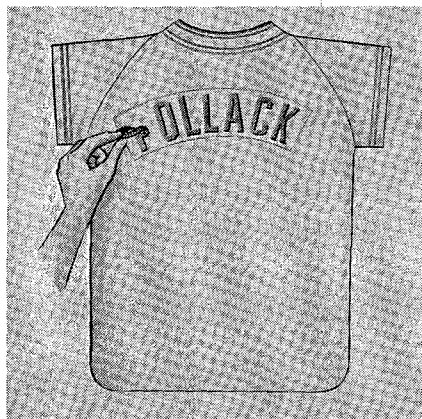
A new steel tennis racket, precision engineered with strong twin shafts to help eliminate torque or twisting, has been introduced by Dunlop Tire and Rubber Corp. It is de-



signed in conventional shape so that the hitting surface is identical to that on conventional rackets. Wooden handle, with leather grip, accommodates the welded twin shafts and, according to the manufacturer, makes the racket a firm playing instrument with neither too much whip nor stiffness.

Write for information on No. 9.

Removable Names



A new breakthrough in lettering, using the gripping material of Velcro, allows athletic teams to personalize each player with the professional look. With multi-colored "Miracle Grip Letters," together with its gripping background, it is now possible to remove and reuse players' names on the backs of uniforms without sewing, ironing, glueing, or clipping of letters. Just peel the let-

ters off after the season is over and re-assign the same letters to a new player the following year.

Write for information on No. 8

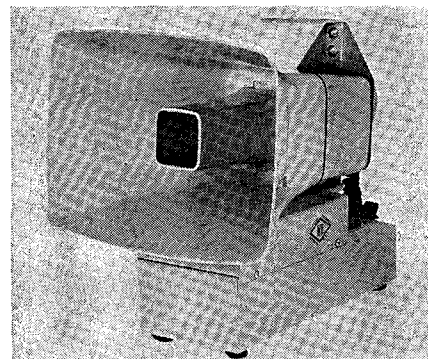
Isotonic Exercising Apparatus

Vigor Wheel is a device, weighing only a few pounds, which combines uniform muscle tension with centrifugal vibration for a complete series of isotonic exercises. To use, it is held firmly between the hands while a movable rotor is whirled slowly for muscle development, more quickly and in shorter sessions for muscle toning. Construction is of sturdy aluminum with bright-colored rubber safety spheres on the moving part. The weighted portions are adjustable. Vigor Whirl prices start at \$15.95 retail. Literature, with illustrated exercise plan, is available.

Write for information on No. 34.

Portable Loud Speaker System

A solid-state, portable loud speaker and public address system, manufactured by Hamilton Electronics Corp., is engineered for extra powerful voice projection. The 30-watt, transistorized unit is lightweight and compact and does not require warm up. It utilizes standard flashlight batteries or may be operated off a 12V auto battery or 110V AC current.



Built of steel and molded plastic, the unit can resist outdoor weather conditions and temperatures. It measures 13" x 11" x 12" and comes equipped with a convenient handle and carrying strap.

Write for information on No. 6.

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*World's Largest Manufacturer & Distributor
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WRITE FOR 1969 CATALOG

WITTEK

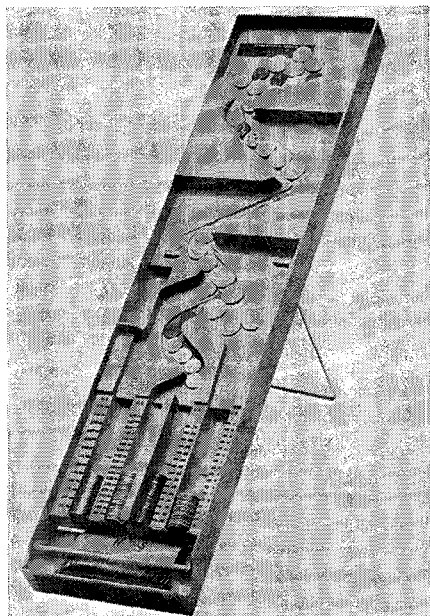
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Coin Sorter

A coin sorting unit that can sort, count and wrap coins faster than a roll a minute is available from Country Club Marketing Service. Works by gravity; there are no moving parts. Can be operated by anyone; simply "pour in" any assortment of pennies,



nickels, dimes or quarters and coins will stack automatically in calibrated slots. Lightweight unit folds up for convenient storage between jobs. Price is listed at \$29.95, plus \$1.00 shipping charge.

Write for information on No. 10.

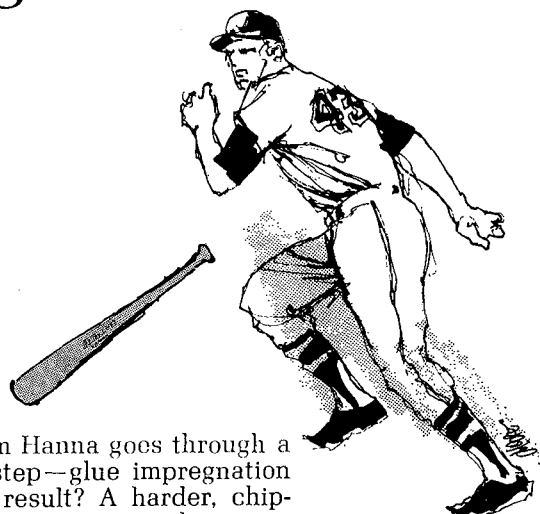
Hill Slider

A newly improved "Mini-Boggan" is available from the Cosom Corp. The slider is made of durable, lightweight polyethylene, which stays flexible in cold weather, and can slide on snow or grass. It can be handled easily by young children and is safe, because there are no metal runners to cause injuries. Storage is no problem with the "Mini-Boggan", as it can be rolled up and stored anywhere.

Write for information on No. 7.



The tough ones from Hanna.



A Pro-Treated bat from Hanna goes through a big, important extra step—glue impregnation under pressure. The result? A harder, chip-resistant bat that lasts longer. Does that mean more home runs? No. But it's a sure hit with coaches who have to watch their budgets. Get the tough ones from Hanna. The bat company.



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ATHENS, GEORGIA

YOUR EMPLOYEES ARE INTERESTED IN EMPLOYEE VACATION PROGRAMS



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Employee vacation programs are one of our specialties. Recreation directors agree that vacation programs are great things—for a company and its employees. They tell us they like Grand Bahama Hotel and Country Club because we have:

- **THE PLACE** a complete resort in the British Bahamas—just a few minutes from Florida.
- **THE PROGRAM** we supply the printed material you need to promote.
- **OPERATION KID-NAP**, a carefully supervised program of fun for youngsters of vacationing parents, and all at no extra cost. It really provides "separate vacations" together.
- **"PERSONALIZED" PACKAGES** tailored to fit your particular group.

We couldn't possibly tell you in this ad all about the many ways we can help you, but we'd be pleased to explain in detail. Just write to Grand Bahama Hotel and Country Club, 104 East 40th Street, New York, N. Y. 10016.

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SCHOOLS, RECREATIONAL CENTERS,
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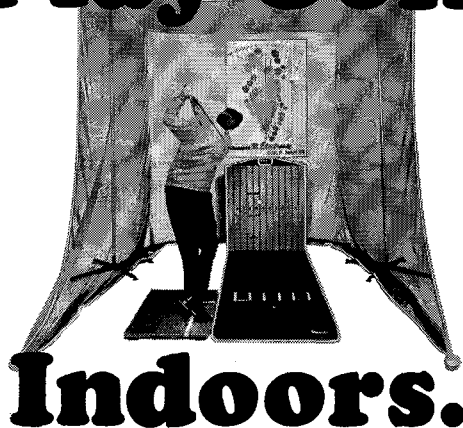


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NEW CATALOG NO. 39

GPE

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Now the challenge and involvement of the sport of golf move indoors with Brunswick's portable Electronic Golf Range that sets up in a 12' x 15' area . . . in minutes. Battery powered Electronic Golf tests your skills, improves your game. Lets you measure distance, hooks and slices.

Tee off . . . anywhere . . . twelve months a year. Brunswick's Electronic Golf Range is only \$595 with complete safety cage and computer (f.o.b. Muskegon, Mich.). Write:

Brunswick
THE NO. 1 NAME IN GOLF



69 West Washington Street, Chicago, Illinois 60602, Dept. 2RM

Golf Ball Dispenser



An electrically operated dollar bill vendor, from Reading Golf, Inc., will dispense from 20 to 60 balls in a bucket upon the insertion of a dollar bill. The unit is priced under \$1,000.

Write for information on No. 30.

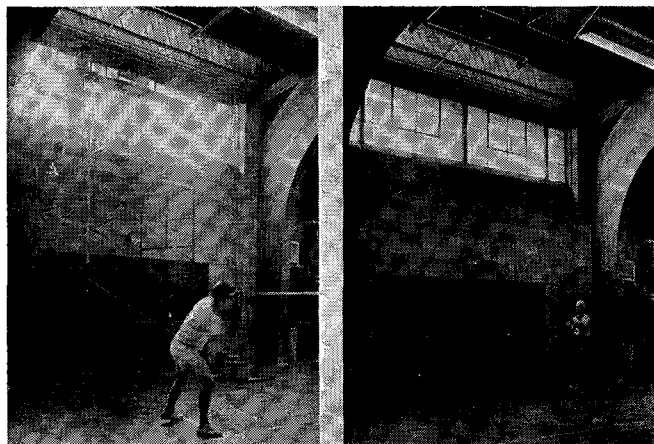
Precision Air Rifles and Pistols

Something for every type of shooter—youth or adult, beginner or expert—is offered in the new precision air gun line introduced for the first time by Winchester-Western. 10 different single-shot models are all engineered for exceptional power and optimum accuracy. The air pistols are virtually noise and recoil free, relying on compressed air generated by a powerful mainspring for their source of power.

Write for information on No. 24.

Translucent Solar Control Film

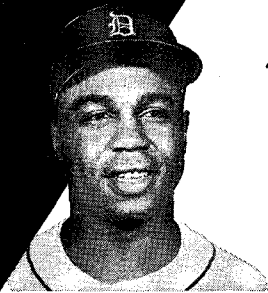
A translucent plastic film for windows, to provide maximum glare reduction and privacy without blocking out light, has been introduced by 3M Company for use in gymnasiums, fieldhouses, pools and other indoor installations where glare is a problem. It is a tough, durable polyester film with a special pressure-sensitive adhesive which bonds easily to the inside of most glass



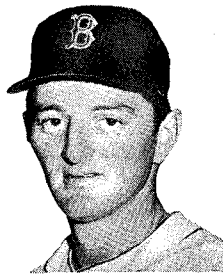
surfaces. The film is not porous and thus not bothered by condensation, the manufacturer states. It may be washed with non-abrasive cloth and cleaning solutions 30 days after installation.

The before and after photos show film being applied (left) and the glare-reducing results (right).

Write for information on No. 22.



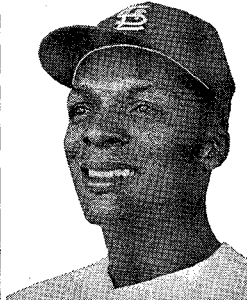
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These

OUTSTANDING SLUGGERS

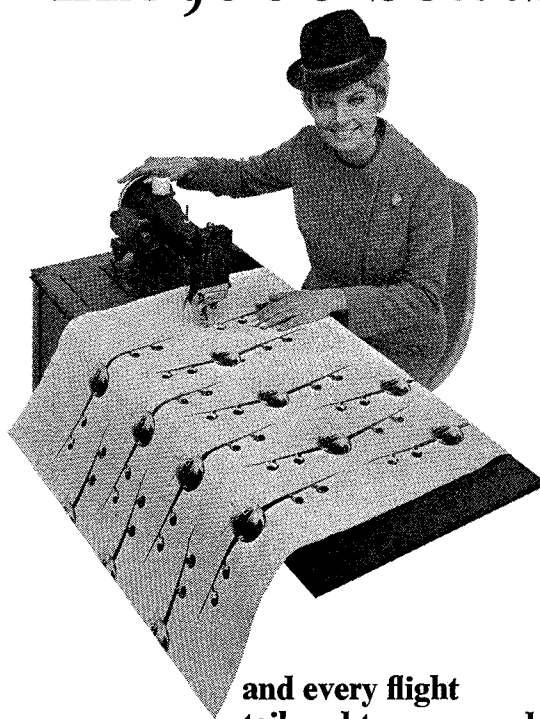


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Test Your Knowledge of Golf Trivia

Whether you're a duffer or a golfing ace, you may find it fun to test your knowledge on random facts of the game. See what golfing lore you can bring to the fore; after all, when else in your golfing experience will a high score win?

Where does the word "golf" come from? Some experts say the word derived from the Dutch "kolf," or clubs; others maintain it comes from the Scottish "gowf," a blow with the hand. Take your pick.

How early did golf become popular? As far back as 1457, it was such a rage in Scotland that King James II became alarmed—lest golf replace archery, considered essential for national defense. Accordingly, the Scottish Parliament passed a law directing that "futeball and golfe be utterly cryed downe and nocht uset."

Were 18 holes always used? No. One of the earliest links, at Leith, had five holes played three times, North Berwick and Blackheath had seven and the famous St. Andrews originally had 12, played out and in, making a total of 22. Finally, by general agreement, the number was fixed at 18.

What is a golf links? Contrary to popular belief, it is not a golf course, but a stretch of sandy land bordering the ocean, usually left by the receding sea. In its early days, golf was almost always played on links.

What are the oldest and the newest golf balls known? Prior to 1848, golf balls were of leather, stuffed by means of a special tool with "as many feathers as a hat will hold." Gutta percha balls followed; then the rubber-cored ball, invented in 1898, made new driving distances possible. Two of the newest developments in golf balls are thin-wall, liquid silicone center for quick response and a stain-and scuff-resistant finish.

What is the biggest mistake made by most golfers? According to Leo Diegel, considered one of the all-time great iron players, it's incorrect position at the top of the backswing. His advice: don't let your left shoulder follow your hands back. Your arms should be just a little short of extended, and semi-relaxed. Go slow on the backswing, for best rhythm and timing.

Did anyone ever make a drive in excess of a quarter-mile? Yes. Way back in 1913, E. C. Bliss, playing the ninth hole Old Course, Herne Bay, England, whacked a 445-yarder! Several other freak drives have exceeded 400 yards—but in long-driving contests, at sea level, 290 yards is generally the maximum.

Where is the course with world's most difficult hole? Most golfing experts would name the Pine Valley course in New Jersey. Built in 1912, it boasts the world's biggest bunker or trap: Hell's Half Acre, on the seventh hole.

When a ball is hit out of the fairway, can you remove a branch lying in your path, or a clump of tall grass? You can remove the branch because it's dead matter—but

continued on page 26

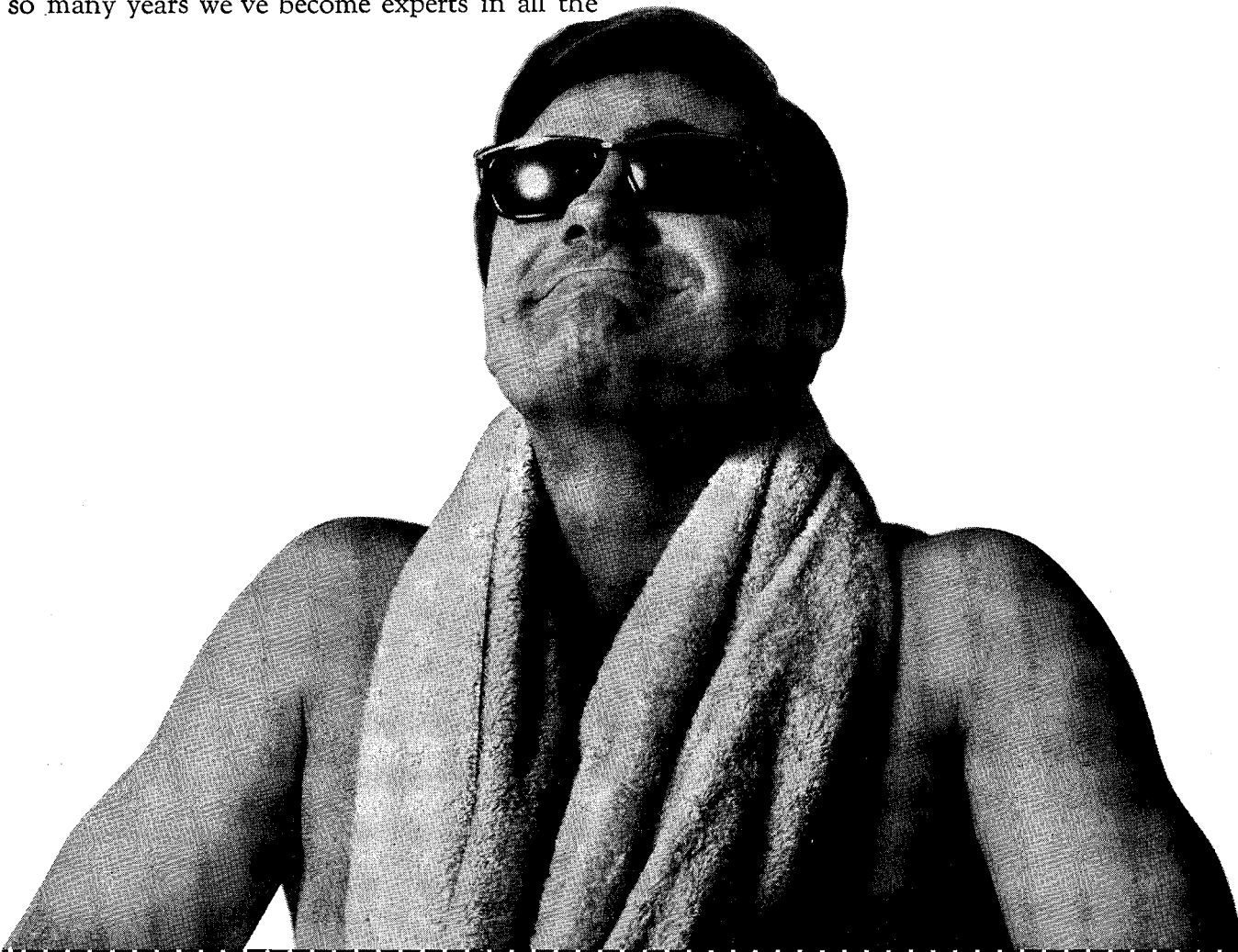
We'll make y-ur next empl-yeer gr-up trip a vacation for you, too.

Are you stuck with all the paper work, leg work, and dirty work when you send a company group on a trip to the Caribbean, Mexico, Hawaii, or Canada? Get unstuck. Make the trip a vacation for yourself by giving the dirty work to the Hilton International Recreation Advisory Service.

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Mr. Cliff Larson
Recreation Advisory Service, Hilton International Co.
11 East Adams Street, Chicago, Ill. 60603

Please send me information on special programs for employee groups for the locations I have checked.

- | | |
|--|---|
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| <input type="checkbox"/> Continental Hilton, Mexico City | <input type="checkbox"/> Kahala Hilton, Honolulu |
| <input type="checkbox"/> Guadalajara Hilton, Mexico | <input type="checkbox"/> Queen Elizabeth, Montreal* |
| <input type="checkbox"/> Caribe Hilton, San Juan | <input type="checkbox"/> Montreal Aeroport, Hilton |
| <input type="checkbox"/> Barbados Hilton | <input type="checkbox"/> Hotel Vancouver* |
| <input type="checkbox"/> Trinidad Hilton | |

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HILTON INTERNATIONAL

GOLF TRIVIA

the grass must remain in place, and so must growing bushes or roots.

Who made the most holes-in-one? The greatest number of holes-in-one in a golfing career is 25 by C. T. Chevalier between June, 1918 and August, 1960.

What was the youngest and the oldest age at which anyone hit a hole-in-one? The youngest golfer recorded to have shot a hole-in-one was Peter Toogood, aged 8! One T. S. South also performed the feat at the age of 91! It's not too late.

What's the highest score ever recorded for a hole in a professional tournament? This is perhaps one statistic you should commit to memory or clip out to show your golfer friends. It will make them—or you—feel better for years to come. Here it is: a cool 23 by the 1927 American Open Champion T. D. Armour on the 17th hole in the Shawnee Open Championship of that year.

(These questions and answers were compiled by the makers of U.S. Royal golf equipment.)

FREE LITERATURE AVAILABLE

A "Golfers Holiday Package" has been developed by the South Carolina Dept. of Parks, Recreation and Tourism to assist golfers to more easily plan their South Carolina golfing holiday. The new package consists of two brochures—the Golf Course Guide and the Golf Accommodations and Package Guide.

The Golf Course Guide contains a description of more than 120 golf courses and information on the facilities available at each one. The other Guide gives the name and address of the resorts and motels that specialize in golf vacations, the courses available for play, the cost and what is included in the golf packages.

For free copies of the brochures, write to: Golf Holiday Package, Travel Division, Box 1358, Columbia, S. C. 29202.

The 1969 winter edition of the KOA Kampground directory is now off press. This useful guidebook lists 234 high-quality, family campgrounds featuring hot showers, clean restrooms, laundry facilities, convenient food stores and free reservation service. For a free copy write to: Kampgrounds of America, Inc., P. O. Box 1138, Billings, Mont. 59103.

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POSITIONS WANTED

Supervisor or director of recreation position being sought by man 27, with B.S. degree in Recreation from West Virginia University. Married, one child. Salary \$7,000-\$8,000. Available June 1, 1969.
Box 192—RECREATION MANAGEMENT.

Available immediately, man age 28, with B.S. Degree from Michigan State University. Seeking administrative position in industrial recreation; salary \$10,000 plus. Married, one child.
Box 193—RECREATION MANAGEMENT.

Univ. of Arizona graduate, age 22, with major in Physical Educ. and Recreation, available for employment June 1, 1969. Desires position as recreation director. Single. Salary \$9,600.
Box 190—RECREATION MANAGEMENT

Man, 27, with M.A. degree in Education from Wayne State Univ., Mich., desires position as director (or assistant) of recreation. Has 5 years varied experience. Married. Salary \$9,000. Available by Spring-Summer, 1969.
Box 189—RECREATION MANAGEMENT

Supervisor or director of recreation position being sought by man, 33, with M.A. degree in Recreation from Brigham Young University, Utah. Married, one child. Salary \$8,500-\$9,000. Available Sept. 1, 1969.
Box 191—RECREATION MANAGEMENT

Position as athletic director or director of recreation wanted by 31-year old man. More than 11 years experience. Married, 3 children. Salary \$9,000. Available immediately.
Box 187—RECREATION MANAGEMENT

MISCELLANEOUS

GROUP-CHARTER FLIGHT HANDBOOK —New Guide details: Air fares; charter rates; regulations; Europe, Caribbean, World-wide; how organizers can earn free seats; airline classifications; inexpensive European charter tours. Names 1,100 typical organizations. Free details.
Travel Information Bureau, 16a Bristol, Kings Park, N.Y. 11754.

JOIN WEST INDIES SCHOONER CRUISE through Grenadines, Martinique, Antigua, Monserrat, Guadeloupe, etc. 10 days from \$250. Write for Adventure Booklet, Windjammer Cruises, P.O. Box 120, Dept. 110, Miami Beach, Fla. 33139.

ICE PLANERS — CLOSEOUT sale. Two 60" and two 66" new shavers, Rinkmast'r type, \$450 and \$495 each. Call 914-337-6997 or write Box 115, Eastchester, N.Y. 10709.



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Universal Airlines offers your group a Million-air service geared to suit their pocketbooks. What do we mean by service? We mean attractive, competent, and considerate stewardesses who care about your comfort. We mean meals that are a dining experience and we mean the newest and best aircraft flying today. In configurations of 180, 203, 226 and 250 we are certificated to fly anywhere in the 50 United States, Canada and Mexico to assure your group the height of quality air transportation. Whether affinity, inclusive tour or incentive you can be certain that the Million-air line will live up to its name because we treat each flight as if it's our first. After 21 years of flying that's really something. For more information call New York—(212) 679-2241, Detroit—(313) 941-2100, Chicago—(312) 332-5818.

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EAST COMPANY TOUR 1968-1969

| CITY | PLACE | DATE |
|----------------------|-------------------------|-----------------------------|
| ATLANTIC CITY, N. J. | Convention Hall | Fri. July 19—Sat. Aug. 31 |
| HOUSTON, TEXAS | Sam Houston Coliseum | Thu. Sept. 5—Mon. Sept. 16 |
| PITTSBURGH, PA. | Civic Arena | Fri. Sept. 20—Sun. Sept. 29 |
| NEW HAVEN, CONN. | New Haven Arena | Tue. Oct. 1—Mon. Oct. 7 |
| CINCINNATI, OHIO | Cincinnati Gardens | Wed. Oct. 9—Sun. Oct. 13 |
| CLEVELAND, OHIO | Cleveland Arena | Tue. Oct. 15—Sun. Oct. 27 |
| BUFFALO, N. Y. | Memorial Auditorium | Tue. Oct. 29—Sun. Nov. 3 |
| TORONTO, ONT. | Maple Leaf Gardens | Mon. Nov. 4—Mon. Nov. 11 |
| SPRINGFIELD, MASS. | Eastern States Coliseum | Wed. Nov. 13—Sun. Nov. 24 |
| MONTREAL, QUE. | The Forum | Mon. Nov. 25—Mon. Dec. 2 |
| ROCHESTER, N. Y. | War Memorial | Wed. Dec. 4—Sun. Dec. 8 |
| PROVIDENCE, R. I. | Rhode Island Auditorium | Tue. Dec. 10—Tues. Dec. 17 |
| CHRISTMAS VACATION | | Wed. Dec. 18—Thu. Dec. 26 |
| BOSTON, MASS. | Boston Garden | Fri. Dec. 27—Sun. Jan. 5 |
| NEW YORK, N. Y. | Madison Square Garden | Tue. Jan. 7—Sun. Jan. 19 |
| WASHINGTON, D. C. | Coliseum | Tue. Jan. 21—Tue. Feb. 4 |
| HERSHEY, PA. | Sports Arena | Wed. Feb. 5—Sun. Feb. 16 |
| PHILADELPHIA, PA. | Spectrum | Mon. Feb. 17—Sun. Feb. 23 |
| CHICAGO, ILL. | Chicago Stadium | Tue. Feb. 25—Sun. Mar. 9 |
| DETROIT, MICH. | Olympia Stadium | Tue. Mar. 11—Sun. Mar. 23 |
| ST. LOUIS, MO. | Arena | Tue. Mar. 25—Sun. Mar. 30 |
| CHARLOTTE, N. C. | Coliseum | Mon. Apr. 7—Sun. Apr. 13 |
| KANSAS CITY, MO. | Municipal Auditorium | Wed. Apr. 16—Mon. Apr. 21 |
| DENVER, COLO. | Coliseum | Wed. Apr. 23—Sun. Apr. 27 |
| LOS ANGELES, CALIF. | Sports Arena | Wed. Apr. 30—Sun. May 18 |
| LONG BEACH, CALIF. | Arena | Mon. May 19—Sun. May 25 |

WEST COMPANY TOUR 1968-1969

| CITY | PLACE | DATE |
|-----------------------|----------------------------------|-----------------------------|
| DULUTH, MINN. | Duluth Arena | Tue. Aug. 13—Sun. Aug. 18 |
| SAN ANGELO, TEXAS | Coliseum | Thu. Aug. 22—Sun. Aug. 25 |
| ODESSA, TEXAS | Ector County Coliseum | Wed. Aug. 28—Mon. Sept. 2 |
| AMARILLO, TEXAS | Coliseum | Wed. Sept. 4—Tue. Sept. 10 |
| SAN ANTONIO, TEXAS | Convention Hall Arena | Thu. Sept. 12—Wed. Sept. 18 |
| OKLAHOMA CITY, OKLA. | State Fair Arena | Fri. Sept. 20—Wed. Sept. 25 |
| TULSA, OKLA. | Fairgrounds Pavilion | Fri. Sept. 27—Sun. Oct. 6 |
| FORT WORTH, TEXAS | Convention Center | Tue. Oct. 8—Sun. Oct. 13 |
| DALLAS, TEXAS | Memorial Auditorium | Tue. Oct. 15—Sun. Oct. 20 |
| SHREVEPORT, LA. | State Fair Hirsch Mem'l Col. | Tue. Oct. 22—Sun. Oct. 27 |
| EL PASO, TEXAS | County Coliseum | Wed. Oct. 30—Sun. Nov. 3 |
| ALBUQUERQUE, N. M. | Civic Auditorium | Tue. Nov. 5—Sun. Nov. 10 |
| FRESNO, CALIF. | Convention Center Arena | Tue. Nov. 12—Sun. Nov. 17 |
| SAN FRANCISCO, CALIF. | Civic Auditorium | Tue. Nov. 19—Sun. Nov. 24 |
| BAKERSFIELD, CALIF. | Civic Auditorium | Wed. Nov. 27—Sun. Dec. 1 |
| LAS VEGAS, NEV. | Convention Center | Wed. Dec. 4—Sun. Dec. 8 |
| VICTORIA, B. C. | Memorial Arena | Wed. Dec. 11—Sat. Dec. 14 |
| CHRISTMAS VACATION | | Sun. Dec. 15—Tue. Dec. 24 |
| SPOKANE, WASH. | Coliseum | Wed. Dec. 25—Wed. Jan. 1 |
| SEATTLE, WASH. | Seattle Center Coliseum | Thu. Jan. 2—Sun. Jan. 5 |
| VANCOUVER, B. C. | Pacific Coliseum | Mon. Jan. 6—Sun. Jan. 12 |
| EDMONTON, ALTA. | Edmonton Gardens | Tue. Jan. 14—Sat. Jan. 18 |
| CALGARY, ALTA. | Stampede Corral | Mon. Jan. 20—Sat. Jan. 25 |
| REGINA, SASK. | Exhibition Stadium | Mon. Jan. 27—Wed. Jan. 29 |
| WINNIPEG, MAN. | Arena | Thu. Jan. 30—Tue. Feb. 4 |
| ST. PAUL, MINN. | Municipal Auditorium | Thu. Feb. 6—Sun. Feb. 9 |
| CHAMPAIGN, ILL. | Assembly Hall, Univ. of Ill. | Tue. Feb. 11—Sat. Feb. 15 |
| NOTRE DAME, IND. | Athletic & Convocation Center | Tue. Feb. 18—Sun. Feb. 23 |
| KITCHENER, ONT. | Memorial Auditorium | Tue. Feb. 25—Sun. Mar. 2 |
| LONDON, ONT. | The Gardens | Mon. Mar. 3—Sun. Mar. 9 |
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| QUEBEC CITY, QUE. | Coliseum | Tue. Mar. 18—Sun. Mar. 23 |
| HALIFAX, N. S. | The Forum | Tue. Mar. 25—Sun. Mar. 30 |
| UTICA, N. Y. | Memorial Auditorium | Wed. Apr. 2—Sun. Apr. 6 |
| TROY, N. Y. | RPI Field House | Mon. Apr. 7—Sun. Apr. 13 |
| LINCOLN, NEB. | Pershing Municipal Aud. | Wed. Apr. 16—Sun. Apr. 20 |
| WICHITA, KANSAS | Univ. of Wichita Field House | Tue. Apr. 22—Sun. Apr. 27 |
| PHOENIX, ARIZ. | Ariz. Veterans Mem. Coliseum | Tue. Apr. 29—Sun. May 4 |
| HONOLULU, HA. | H. I. C. Arena | Thu. May 8—Sun. May 18 |

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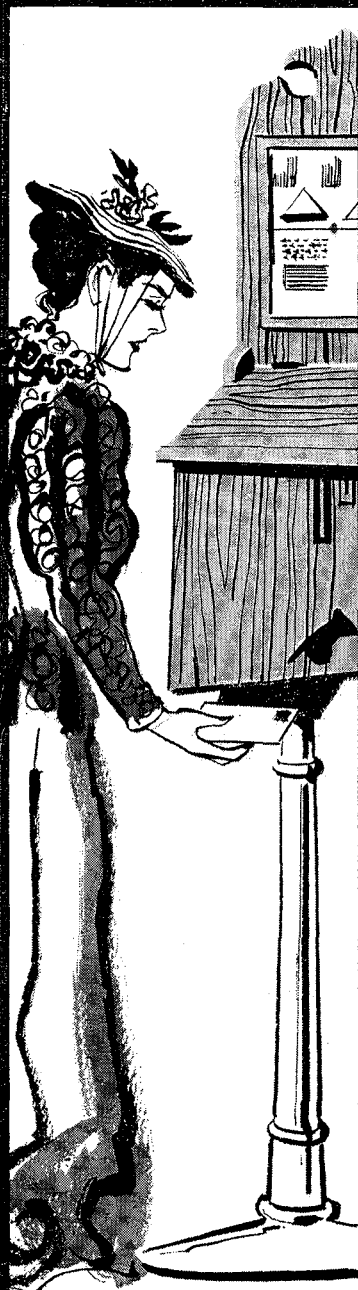
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Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

APRIL • 1969



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APRIL 1969
Volume 12, Number 3

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NEW FOOD SERVICE FACILITY PLANNED FOR CONVENIENCE

A new, fast-service food canteen at Lockheed-Georgia Company (Marietta, Ga.) was management's response to suggestions by employees in an "operations effectiveness survey."

The "K-Wall Canteen," formally opened on January 6, is modern in every respect. The new building contains a complete vending and canteen set-up, with up-to-date equipment. It is well-lighted, heated, and has seating capacity for 100 persons and stand-up space for 50. Although the stand-up eating system is new to Lockheed-Georgia employees, it is an innovation that has proven to be very popular in many industrial plants and institutions over the country, including the Pentagon.

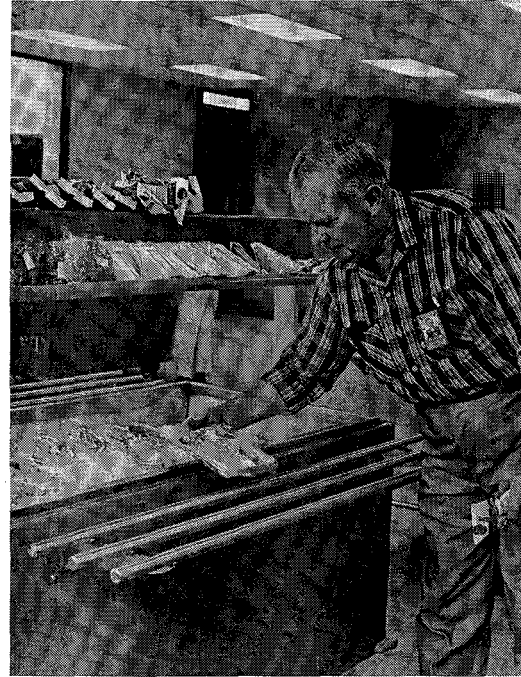
The glassed-in canteen area occupies 4,600 sq. ft. An additional 2,300 sq. ft. was allotted for an outdoor pavilion,

which will be used during the warmer months.

"We are very happy that we, in co-operation with the U.S. Air Force, can make available such a fine facility," president Tom May said. "It is one of the most modern of its type to be found anywhere and will meet our requirement for fast, convenient food service."

The canteen offers a full selection of hot and cold foods, including sandwiches, desserts, pastries and beverages; cigarettes, candy and cigars are also available. Special, quick-service, hot food lines are open daily for breakfast and lunch on the day shift and for lunch on the swing shift.

Cleanliness, fast service, and closeness to work-stations are the improvements employees cited as what they liked most about the new facility.



Portable service units containing a selection of cold plates are an example of the up-to-date conveniences provided for employees.



Two cashiers render quick, efficient service for personnel using the hot food line.



Vending machines in Lockheed-Georgia's new canteen offer a variety of beverages and food items.

The Changing Nature of Vending Operations

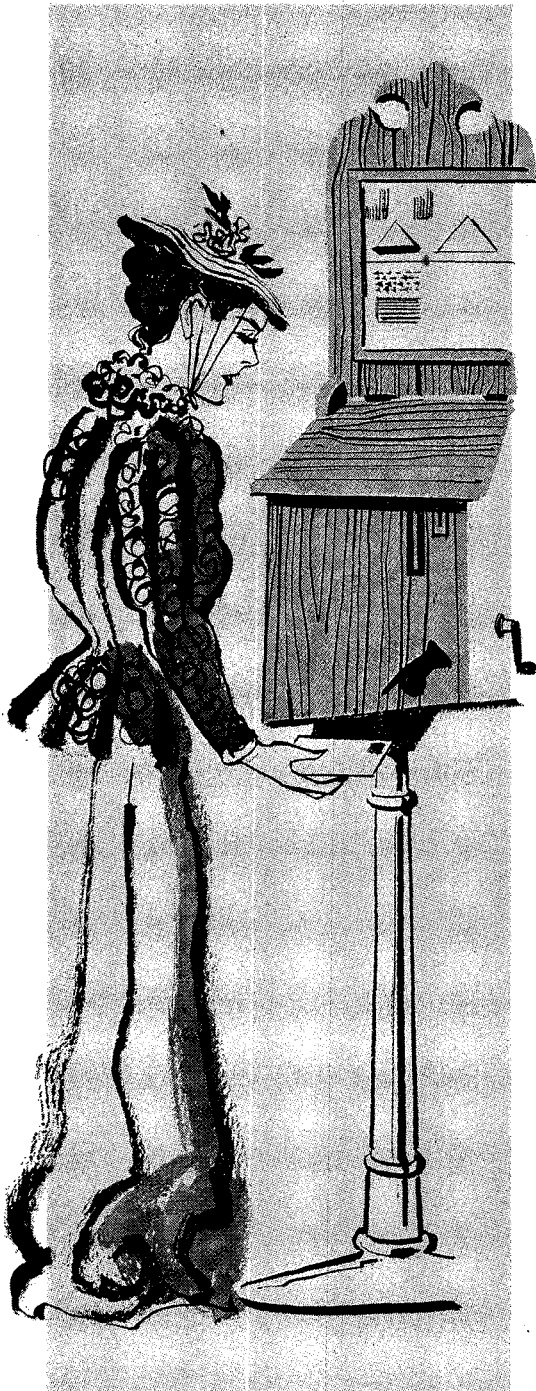
by Sol Nash
Regional General Manager
Automatic Retailers Assn. Serv.
Minneapolis, Minnesota

The vending industry has progressed to the stage where the word "vending" in itself is not inclusive. Its scope should be identified more properly by including vending services, food and refreshment services and contract food services.

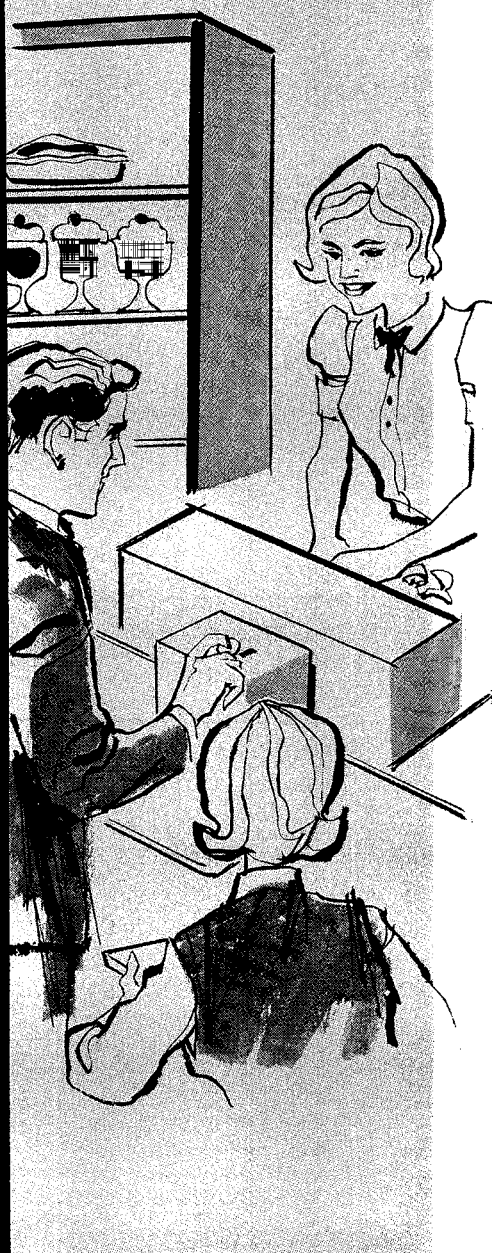
This year the American vending industry will be undergoing its third major change since World War II. While these changes have been gradual, they are revolutionizing the nature and operation of the more than 6,000 vending service companies in the United States. In the decade after World War II, the vending industry established itself as a significant retailing channel by rapid growth in dollar volume and in service to new outlets, such as factories, offices and colleges. Between 1946 and 1957 sales volume grew from \$600 million to more than \$2 billion.

In the 1959-61 period, the second major evolution produced rapid-fire consolidations of vending machine manufacturers and service companies, resulting in public ownership of the largest companies.

In the third "evolution," now taking place, the industry's historic orientation to coin-operated equipment is giving way to a marketing concept of furnishing services to existing customers in various ways, which are not necessarily limited to the vending machine. Clearly, this new "evolution" is placing the majority of vending companies into new avenues of operation. The "vending" business is becoming truly a "service" business in which the vending machine may some day become merely one facet of a variety of services. Sales of goods through vending machines continue to grow, even while these changes are transforming the industry. More than 99,000 times every minute, American consumers are dropping a coin into merchandise venders. This amounts to



Condensation of a talk presented at the Second Annual Employee Recreation Seminar on Feb. 26, 1969, at the University of Minnesota.



more than 130,000,000 coins per day and an annual vended sales volume of more than \$5.5 billion for the year 1968.

Not included in these statistics is the rapid expansion of vending company operations into contract cafeteria management, mobile truck catering, the food and beverage concessions business, in-office coffee services and special events catering—each carried on with limited or no use of vending machines. It is through these and other new activities that the “third evolution” is occurring.

Central to all of these diversification moves is the establishment of “commissaries” by nearly half of all vending firms. In a recent study by the National Automatic Merchandising Association (NAMA), 47% of all member firms were found to be operating their own food production facilities, while 70% were engaged in various forms of food service. The majority of respondents had established a commissary since 1963.

It is through their newly available commissaries that most vending firms have been led to seek non-vending outlets for their food products. Competitive pressures and the necessity to capitalize on their investment in commissary equipment and personnel also have led many vending service firms into diversification.

More than half of the NAMA member firms indicate that they plan to offer new types of services in the next four years, with mobile truck catering, conventional food service and concessions operations heading the list.

Along with the addition of mobile truck catering routes, the trend to in-office coffee service has accelerated “outside” activities of the vending industry in the past year. Aimed primarily at the small office, laboratory or factory where the installation of expensive vending machines is not profitable, these two new directions for vending companies have added volume and profits for many expansion-minded firms.

In-office coffee service provides the customer with conventional coffee brewing equipment. The service company furnishes the brewing equipment—usually free of charge—and the client pays for special ingredient and filter packets.

Locations with small employee groups, construction sites and special events with small attendance are logical outlets for mobile truck operations. Al-

though in existence for many years, mobile truck catering services had been limited to warm climates and one-man operations until recently. Vending companies have entered this field through acquisition of existing firms, as well as by establishment of new routes.

The production capacity of food commissaries has induced many vending firms to cater for special office and plant parties and for social events. On a larger scale, one national vending company organized food service for the Mexico Olympics. There are also firms that operate complete concessions and food service at such sites as the International Amphitheatre In Chicago, the Atlantic City Convention Hall and the Philadelphia Civic Center. Some vending concerns are now providing in-flight service for major airlines, managing hospital dietary departments and supplying food service at educational institutions and recreational facilities.


Over half of the operating companies added new services in 1969. In the early 1970's there will be increased automation in retailing, which will begin in an exploratory fashion. The invasion of machines will come in areas where present vending operators have not traditionally concerned themselves. However, the industrial sector of the economy is the mainstay of the vending business and will continue to be so in the foreseeable future. And that is the reason vending firms, in some areas, are actively competing for your business.

BUYING VENDING SERVICES

How you decide with which companies to have dialogue and to whom you subsequently award the contract is important to you—and to our industry. I am aware that intelligent management seeks vending services which contribute to employee satisfaction, thereby increasing on-the-job effectiveness while also producing revenue, where possible. I believe the two can be achieved, if each is kept in proper perspective.

Where and how do you find reputable and qualified vending contractors in your area? NAMA can furnish you with a list of professional and qualified operators; the local health department can be of valuable assistance; and the Better Business Bureau and similar organizations are always helpful.

The information attained from these sources should enable you to resolve



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VENDING

your list of prospective bidders. But, what are they going to bid on? You must first prepare definite specifications. You must provide a framework within which the vending contractors, who are bidding upon servicing your company, can realistically project their costs and your return. The number of machines, type of products to be vended, portion sizes and sales prices are all particulars of prime importance and which should be delineated.

I recommend that you visit locations where the bidding contractors are operating. Also, inspect their plant, tour their commissary, look at their physical resources, judge their management personnel, check their bank and credit references.

I can state unequivocally that vending operators welcome such investigations, as they are to their advantage. It is the "inexperienced operator," who unfortunately is still in our industry, that discourages your specifications and investigations.

LOCATION RENTAL PAYMENTS

For the privilege of providing his services to employees at your plant, most operators pay a percentage of sales, and term such as "commissions" or "location rental payments." The average commission percentage for the vending industry in 1965 was 8.45%. This decreased to 8.17% in 1966 but increased to 10.13% in 1967. The industry figures for 1968, when they are released, will probably reflect a decline in commission percentage.

For the same period, the vending industry's profit, before taxes, was 4.47% in 1965, 4.52% in 1966 and 4.7% in 1967. Profits will probably decline for 1968 as a result of the surtax, increased vandalism of vending machines, and increased cost of labor, products, machines and other operating overhead.

But what about your commissions that fund part of your recreation and entertainment programs? How do we determine what is a fair and equitable rent or return for the facilities and opportunities you provide for the vending operator? There really is no simple answer to this complex question. What it must eventually boil down to, in the final analysis, is that commissions, regardless of their size, are only secondary if the employees are unhappy with the service. ■

WHAT YOU SHOULD KNOW BEFORE SELECTING A VENDOR

Use this checklist of key questions as a guide to evaluating a vending firm's qualifications for servicing your in-plant food operations:

1. Will they conduct a survey to determine your company's special needs and problems?
2. Do they offer a variety of equipment which can be tailored to employees' special needs?
3. Do they maintain good product quality control, with a rapid turnover to insure freshness?
4. Will they upgrade the feeding facility periodically by installing new and better machines as they are developed and by offering different kinds of foods as they become available?
5. Will they permit you to inspect their commissary, repair, and distribution sites?
6. Will they furnish a list of present and former customers for reference?
7. Do they offer conferences on food operations and will they continue a working relationship after the contract is signed?
8. Is 24-hour repair and/or replacement service available?
9. What type of termination agreement do they offer if you are dissatisfied with the service?
10. Will they present an accurate accounting of monies collected, subject to auditing?

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RESEARCH REPORT

by Dan Archibald
Recreation Manager,
McDonnell Douglas Astronautics Co.,
Huntington Beach, California

Personal Attributes of Industrial Recreation Administrators

At the present time little information is available on the personal attributes of industrial recreation administrators. The following survey was undertaken in an effort to fill in the gaps of knowledge in this specific area.

The survey consisted of a fifteen-item, descriptive questionnaire mailed to 37 administrators in seven western states, which included Arizona, California, Idaho, Nevada, Oregon, Utah and Washington. Twenty-seven of the questionnaires (73%) were completed and returned; they constitute the working sample.

The survey was designed, in part, to test the validity of certain assumptions about the field of industrial recreation. The recent growth of recreation curricula in colleges and universities, coupled with the emphasis on upgrading the field by the National Industrial Recreation Association, gave rise to the opinion that industry is now beginning to employ qualified recreation administrators. Also, there exists a situation where a percentage of current personnel have not been formally schooled in the subject, but have grown with the field in the past fifteen to twenty years.

To test these assumptions, questions were formulated to obtain data on the age, education, membership in professional organizations, compensation and fringe benefits of directors of employee recreation programs.

Sixty-seven percent (18) of the respondents to the questionnaire had earned college degrees and 29% (8) had continued their education with graduate classes. Recreation topped the list of major fields of study, representing 29% (8) of the respondents. Physical Education and Sociology accounted for four more responses. Only

This study was prepared for the Research Methodology class at California State College, Long Beach, Calif., where Mr. Archibald is a part-time graduate student. It was conducted under the guidance of Don Pelegrino, Recreation and Youth Services Planning Council of Los Angeles, who is also a part-time member of the college's faculty.

three indicated that they had one year or less of college education, although two of the three had 17 years or more of employment with their company. Of the 11 respondents (41%) who had been with their company for four years or less, six possessed degrees in recreation, indicating a trend toward hiring educated and qualified administrators. The survey showed that 52% (14) were 40 years of age or younger, and 22% (6) were 56 years of age or older.

In the area of membership in professional organizations, all of the respondents belonged to NIRA, and 44% (12) of them belonged to the National Recreation and Park Association. In addition, 26% (7) were members of Park and Recreation Societies. The number of memberships in professional organization for all respondents averaged 2.6, with an average of 1.85 memberships paid for by the company.

To obtain the most comprehensive information on salaries, the survey searched for annual salaries in levels of \$1,000, beginning with "less than \$5,000" and continuing to "\$15,000 and over". Comparing salaries with the number of years employed with the company, the responses revealed that

those administrators who had been employed by their company for four years or less had an average annual salary of \$10,500. Ten respondents indicated annual salaries ranging from \$11,000 to \$13,999. Of the seven respondents who were with their company for 25 years or more, four indicated a salary of "15,000 and over" (with one not responding).

The study also disclosed that health insurance, life insurance and sick leave were fringe benefits common to all. Seventy-eight percent (21) had expense accounts and 41% (11) either had a company automobile or had access to one. As for annual vacations, 41% (11) had a two-week period, while 33% (9) had three weeks.

Of the respondents, 37% (10) stated that their duties were completely concerned with employee recreation programs. The handling of blood banks was the most frequent additional responsibility listed by the others, followed by food services, fund drives, counseling, retirement activities and vending. Many other areas of responsibility were indicated, but not in significant numbers.

In summary, the findings of the survey show that companies today are hiring qualified administrators, as indicated by the abundance of recreation and recreation-related degrees held by the respondents, particularly among those under forty years of age, 86% of whom have college degrees.

Given this trend, it seems justifiable to predict that within the next ten years more administrative positions will open up to educated and qualified people as older administrators step down. These new workers can look forward to good salaries and other benefits. ■

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NIRA NEWSLETTER

Symposium on Executive and Employee Fitness Highlight of NIRA's National Conference

The National Institute on Executive and Employee Fitness will be held on the opening day of NIRA's National Conference and Exhibit, at the Chase Park Plaza Hotel in St. Louis, Mo., on June 6. The purpose of the symposium is to inform those individuals responsible for employee welfare of recent advances in exercise and physical fitness as they pertain to health and performance.

The morning session will feature a review of the most recent scientific information on the relationship between physical activity and human health and performance, particularly as it pertains to the occupational situation. Included will be presentations by such nationally prominent physicians and scientists as:

Jere Mitchell, M.D., Associate Pro-

fessor of Medicine and Physiology, University of Texas, Southwestern Medical School, Dallas, Tex.

Elsworth R. Buskirk, Ph.D., Director, Laboratory for Human Performance Research, Penn State University, Pa.

Samuel M. Fox, III, M.D., Chief, Heart Disease and Stroke Control Program, U. S. Public Health Service, Arlington, Va.

Fred Heinzelmann, Ph.D., Research Psychologist, Heart Disease and Stroke Control Program, U. S. Public Health Service.

Herman K. Hellerstein, M.D., Associate Professor, Dept. of Cardiology, Case Western Reserve University, Cleveland, Ohio.

The afternoon session will include presentations on selected employer-

sponsored physical fitness programs being conducted in private industry or government agencies in an attempt to maintain or improve employee health. Presentations will be made by:

Dennis J. O'Leary, M.D., Medical Director, Employee Medical Department, New York Life Insurance Company.

Richard H. Morrison, M.D., Medical Director, North American Aviation, Inc.

Richard T. Moxley, III, M.D., Project Director, NASA Employees Health Evaluation and Enhancement Program.

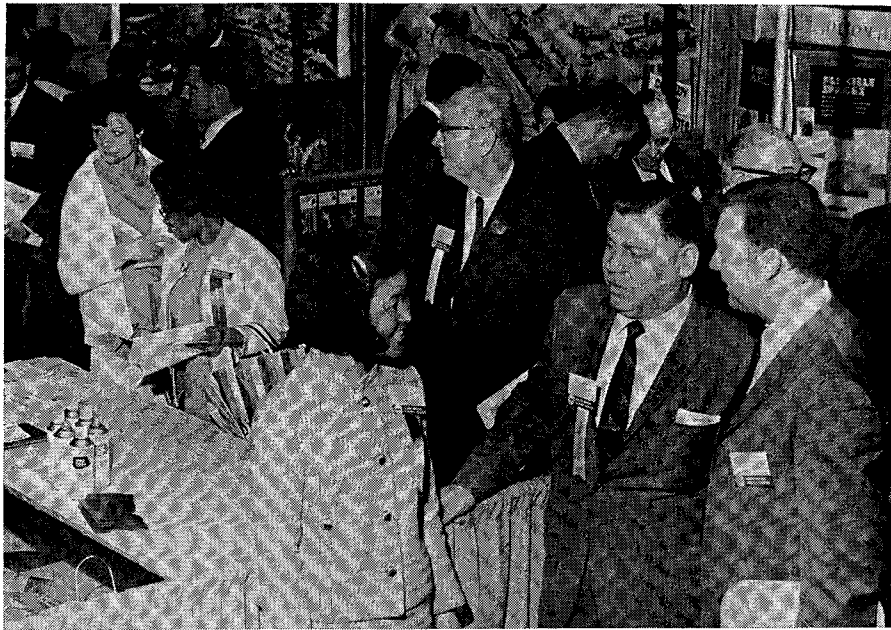
John Smith, M.D., Medical Examiner, United Airlines.

Ted Savastano, Olin Mathieson Corp.

The presentations and panel discus-



Jay Ver Lee, supt. of recreation of Oakland Recreation Dept., addressed a record delegation on opening day of the Western Conference at the Hotel Leamington in Oakland, Calif.



(Foreground, left to right) Taka Haramaki, director of industrial recreation of Oakland Recreation Dept., chats with NIRA executive director Don Neer and Robert Wilkins, Jet Propulsion Laboratories, in crowded Exhibit Hall of the 20th Annual NIRA Western Conference.

sion by the experts will be on four major aspects of employer-sponsored fitness programs:

- Medical Clearance and Supervision
- Administration (legal and financial)
- Facilities
- Physical Activity Programs

The guest speaker at the Institute dinner will be Captain James A. Lovell, Apollo 8 astronaut and consultant to the President for Physical Fitness and Sports. He will present his "Observations and Impressions During Lunar Orbiting."

Enrollment in the National Institute on Executive and Employee Fitness will be limited, due to limitations of available space. Registration fee (including lunch, social hour and dinner) is \$40.00; registration fee (excluding dinner), \$25.00.

AROUND THE CIRCUIT

Ralph Isacksen, vice president, director of industrial relations for the Seeburg Corp., Prospect Heights, Ill., will be Crusade Coordinator for Chicago in the American Cancer Society's 1969 appeal. He will lead thousands of Chicago area residents participating in the annual April fund appeal and educational crusade of the Society.



Present at the American Cancer Society's briefing session for volunteer leaders was Ralph Isacksen (right), Seeburg Corp., former NIRA national president (1954-55). He is shown here with stage and screen star Ralph Bellamy, who was master of ceremonies at the recent meeting in St. Louis.

The Remington Arms pistol team, undefeated in 47 straight matches, and the scourge of the Bridgeport Area Industrial League, was knocked over recently by Avco Lycoming, 1079 to 1075. The victory leaves Lycoming breathing down Remington's neck in the race for the league title.

Earl Schreiber, recreation director of The Timken Roller Bearing Co., Canton, Ohio, was the steering committee chairman for the 1969 International Congress of Little League Baseball, Inc., held in Detroit, March 30 to April 2. Little League Baseball, Inc., is responsible for the activities of its 7,315 member Leagues throughout the world.

The Timken Foundation donated to the city of Canton, Ohio, 48.8 acres of land for park purposes and the Timken International Fund presented the St. Thomas YMCA building fund with a contribution of \$12,000.

The park land acquired by the city is adjacent to a tract that the Foundation had donated at an earlier date; the total acreage now amounts to 62. Included in the gift were picnic shelters, restroom facilities, swings and sliding boards.

A talk delivered by C. E. (Gene) Rogers, corporate director of personnel services of Owens-Illinois, Toledo, Ohio, at the Duraglas Center Officers' Banquet, offers all administrators of employee recreation activities some sound advice.

He said that there are more things today competing for the attention of members of a company club. "As we try to meet this competition," Mr. Rogers declared, "we must not do it with such vigor and enthusiasm that we try to force upon people activities and associations that come to them more naturally from other groups—for example, from their family, their neighborhood or their church. The obligation is to try to supply events and experiences that will fill an otherwise void."

Mr. Rogers went on to point out that "the club is for the people, rather than the people being figures that must do certain things in order to make the club itself look good." Times are changing and the club must change with them to best serve the needs of its members.

Eli Lilly & Co. is expanding its program of recreation to the inner-city area of Indianapolis, Ind. Four supervised playgrounds are located



Edwin Meese, III, (right), executive secretary to Gov. Reagan of Calif., hob-knobs with Warren Steele (left) and Bill Patterson (center) of the Oakland Recreation Dept. at Western Conference.

near Lilly installations, and the firm is providing equipment, use of the land, and funds to a neighborhood or social agency to employ qualified supervisory staffs. The program is designed and administered in cooperation with the Metropolitan Park Dept., local social agencies, neighborhood associations and the summer Upswing program.

The first annual A.S.A. All-Stars "Dream Series" will be hosted by Avco Lycoming, defending world champions in industrial slow-pitch

softball, on June 27-28. The series, to be played in Stratford, Conn., will feature two double-headers between Avco Lycoming and a full roster of all-star performers from last summer's national A.S.A. tournament for slow-pitch industrial softball teams.

For the defending champions, it will be a welcome mid-season test against some of the top industrial softball players in the country. According to Avco's player coach Don Hansen, it is expected to help the team prepare for the year's national tournament, slated for Louisville, Ky., over the Labor Day weekend.

Recognition Award to John Leslie Caps 10-Hour Seminar

The Second Annual Employee Recreation Seminar, held on February 26 at the University of Minnesota, was attended by fifty personnel and recreation administrators from Minnesota, Wisconsin and Illinois.

Dr. Paul Grambsch, Dean of the School of Business at Minnesota, keyed the ten-hour day of concentrated sessions. Don Neer, executive director of NIRA, closed the sessions with a talk entitled, "The Giants Awake — Who Is Going to Feed Him?". Mr. Neer's address, a provocative look at the recreation "giant," will be printed in a subsequent issue of RECREATION MANAGEMENT.

"Let's Communicate" was the theme of the seminar's workshops and general sessions which explored the topics of budgeting, sources of income, programming, communications and problem solving in industrial recreation.

The seminar was capped by the presentation of a plaque of special recognition to John H. Leslie, manager of industrial recreation at the 3M Company, for his 20 years of outstanding leadership and service to recreation in business and industry. The award was given jointly by the National Industrial Recreation Association and the Minnesota Industrial Recreation Council. Mr. Leslie is a past president of NIRA and an organizer of MIRC.



Plaque of special recognition is presented to John H. Leslie (left), 3M Company, by Warren Wallgren, Theo. Hamm Brewing Co., program chairman at the 2nd Annual Employee Recreation Seminar.

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NIRA Annual Exhibit Attracts Major Firms

One of the main attractions at NIRA's National Conference is its annual Exhibit. Here is where industrial recreation administrators see and learn first-hand about "what's new" in equipment, services and products for their employee recreation programs.

Firms that have already signed for exhibit space at the Conference, to be held June 6-9 at the Chase Park Plaza Hotel in St. Louis, Mo., are:

SPORTING GOODS

Adirondack Bats, Inc.
Benjamin Air Rifle Co.
Converse Rubber Co.
J. deBeer & Son
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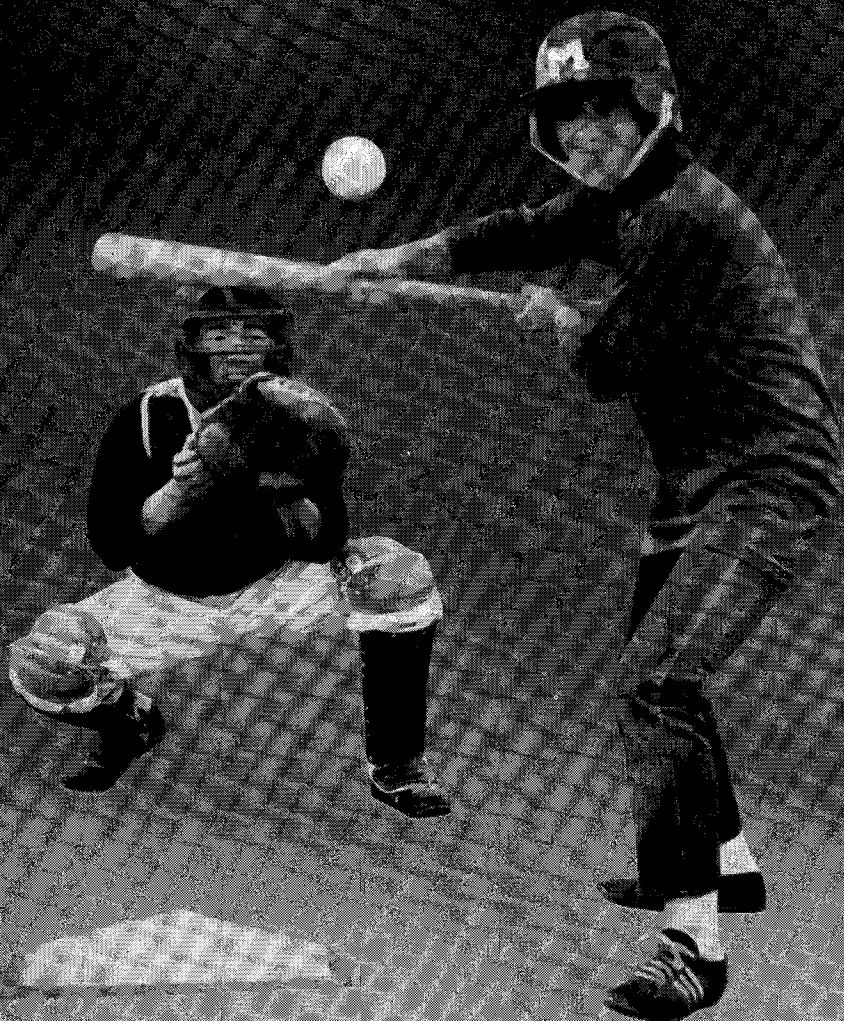
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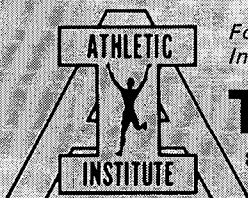
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NEWS ROUNDUP

FROM THE WORLD OF RECREATION

... TRAVEL

SOUTH CAROLINA'S TOURS of historic houses and plantations is an annual event, when Spring makes its debut and gardens are ready to burst into full bloom. More than 125 privately owned houses and 30 plantations are opened between February 28 and October 29 for the general public to take a peek at their splendor. The 37 statewide tours are a co-operative effort between home and plantation owners, sponsors, and cities and towns.

INSTANT RESERVATION SERVICE was put into operation in Standard Airways' New York sales office. "IRS" is a computerized service, which is being used for the first time by a charter airline. With computerized flight programming, groups, clubs, organizations and travel agents in northeastern United States can be given immediate information and prices on flight availabilities to all 50 states, Mexico, Canada and the Caribbean.

Robert Delozier, Standard's director of its eastern sales region, will supervise the system at the New York

office. Delozier states, "Besides offering a much demanded service to group travelers, our fleet of Boeing 707's is programmed to minimize cost of ferry mileage. It all adds up to more direct, no-transfer flights, more often." The Instant Reservation System is planned for sales offices throughout the United States.

NATO (National Association of Travel Organizations) reports 1968 was a good year for travel, with a 7.7% volume gain over 1967. Events like the New Orleans Mardi Gras helped boost the South Central region to first place, with a 16.46% travel increase for U.S. regions, 1968 over 1967. Close behind was the New England region, up 13.56%. In third place was the Rocky Mountains region, showing a 11.82% gain.

... EQUIPMENT and PRODUCTS

WHEN THE SYMBOLIC "Golden Spike" clangs under the ceremonial mallet at Promontory Summit, Utah, on May 10, it will commemorate the meeting of the engines of the Central Pacific and Union Pacific Railroads at that site exactly 100 years ago. The occasion will simultaneously honor the "gun that won the West" and the role it played in the building of the nation's first Transcontinental Railroad.

In commemoration of the Centennial celebration of that event in American history, the Winchester-Western Division of Olin Mathieson Chemical Corp. has produced a special limited edition "Golden Spike" carbine, to be sold during 1969.

Like the Winchester repeaters of a century ago, the "Golden Spike" commemorative is of venerable lever action design. Its 20-inch round barrel is fully encircled by twin barrel bands plated in yellow gold. The gun's matching yellow gold receiver, engraved with decorative scrolled border on the right side, is inscribed on the off-side with a railroad spike flanked by the dates "1869 and 1969." The barrel carries an identifying

"Golden Spike Commemorative" inscription and the upper tang bears the legend: "Oceans United By Rail."

... the LEGAL SIDE

AN IMPORT PERMIT from the Internal Revenue Service, under provisions of the recently enacted Gun Control Act, must be obtained by returning servicemen intending to bring firearms into the U.S. The Gun Control Act limits the type of firearms that can be imported to those generally recognized as being particularly suitable, or readily adaptable, to sporting purposes. Surplus military firearms may not be imported;

Continued on page 20



William R. Whitney, director of sales planning for Standard Airways, and Mary Larson furnish computerized flight programming for 707 charter fleet. Agents, tour operators and groups can get instant rates and availability information for any day of the year by phoning the airline's New York office.

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continued from page 17

NEWS ROUNDUP

however, servicemen may import firearms or ammunition determined by the Dept. of Defense to be war souvenirs.

YOUTH CAMP SAFETY ACT was introduced by Sen. Abraham Ribicoff and eleven other Senators to the first session of Congress. The purpose of the bill is to "undertake a study of existing State and local regulations and standards, and standards developed by private organizations, applicable to youth camp safety."

.. FILMS and BOOKS

"BATTLE OF THE AGES" is a film version of the 1968 American Bowling Congress (ABC) Masters tournament. The 15-minute color movie features Pete Tountas' dramatic victory over Buzz Fazio. The jazz music soundtrack helps capture the tenseness of the match.

This is the eighth film produced by the Congress for its free film library. A copy may be obtained by writing the public relations department of the American Bowling Congress, 1572 E. Capitol Dr., Milwaukee, Wis. 53211.

"THE 1968 KEMPER OPEN" is a 28-minute color film of the highlights of the first Kemper Open Golf Tournament. It shows how Palmer overtook the leader to win in the last round. Prints are available on free loan to groups from Modern Talking Picture Service, Inc., 1212 Avenue of the Americas, New York, N. Y. 10036.

THE HEALTH AND WELFARE LIBRARY, a new series of books for employee distribution, is coming out of The Benjamin Company in New York. The newest title, "The Drinking Game and How to Beat It," is a unique book that discusses alcoholism or potential alcoholism as a complex disease.

The publisher states that hundreds of companies have purchased its previously published "Your Heart Has Nine Lives," a condensation of a best-seller.

"REFERENCE GUIDE FOR TRAVELERS," a guide to guides, is being brought out this spring by R. R. Bowker, a New York publisher. Its contents will provide information about 1,200 or more guides and travel books available in the United States.

... TRENDS

ELECTRONIC BOX OFFICES are in the marketplace—and facing their first critical test. Two companies, Computicket Corp. and Ticket Reservation Systems, are providing electronic ticket-selling machines to outlets, such as supermarkets and other retailers. The machines, hooked into a central computer, are designed to offer the best seats available for a wide range of entertainment, including plays, concerts and sports events. A customer pays an extra 25 or 35 cents a ticket for the convenience.

So far, the services are concentrated in the Los Angeles and New York areas, but both companies have ambitious expansion plans. "We're at the first stage of a most revolutionary business," insists a Computicket spokesman.

Users of the services say their success depends on their ability to sign up big ticket volume for sports events soon. TRS recently added the Montreal Expos, a new major league baseball team, to its list of ticket offerings. Both companies are dicker with other teams.

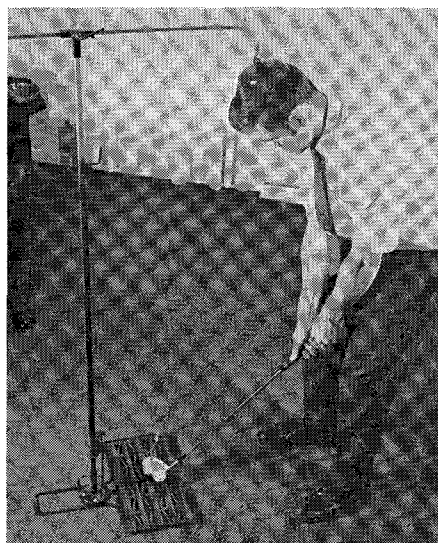
Some outlets using the machines are complaining that ticket offerings aren't always the best. They say that blocks of tickets to plays, allotted for sale through electronic box offices, are not choice seats of the house.

The American Badminton Association has joined a movement begun by physical education instructors to push "lifetime" sports as a means to increasing the nation's health level. They would like to see more Americans participating in sports rather than just being spectators.

NEW PRODUCTS

For further information on the products described, write to: **RECREATION MANAGEMENT, 20 N. Wacker Drive, Chicago, Ill. 60606.** Refer to the product by number.

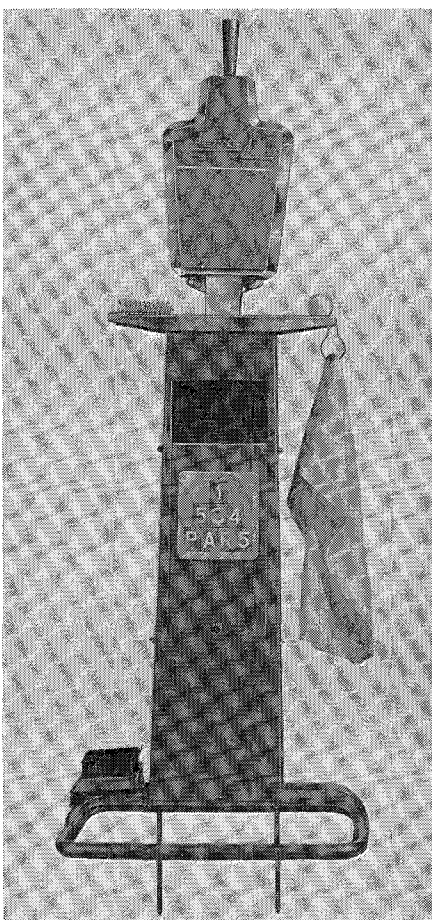
Practice Tee



A practice tee, which trains the golfer to keep his head in place, has been developed by Paragon Industries. A headrest holds the head in correct position and automatically releases, permitting normal follow-through. The ball is tethered and never moves more than 18 inches. "Practice Tee" is fully portable — weighs only 15 lbs. Price is \$34.75, plus shipping.

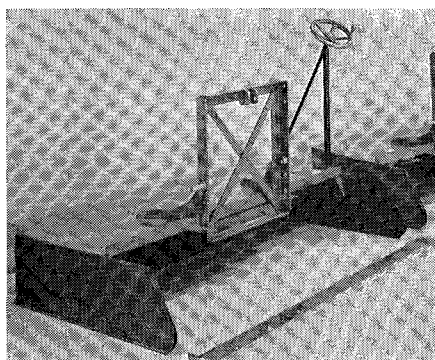
Write for information on No. 40.

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FREE LITERATURE AVAILABLE

A booklet entitled "How to Sail" encourages the novice sailor and takes the mystery out of sailing. Suggestions are made as to the type of boat that should be sailed by the beginner and how to progress to a faster rig as experience is gained. Illustrations show basic maneuvers and a glossary of terms clarifies sailing talk. To obtain a copy without charge, write to: Nordex Industries, P.O. Box 7, Zenda, Wis.

A plan sheet showing the official court and field dimensions of every popular outdoor sport played in the U.S. is included in Salsich Recreation's catalog of its outdoor game equipment. The catalog also presents detailed descriptions and drawings of the firm's baseball and basketball backstops, outdoor game standards, field hockey, football and soccer goals and various types of spectator and player benches. Catalog No. 1168 is available from: Salsich Recreation, Inc., 13222 Manchester Rd., St. Louis, Mo. 63131.

A guide to the right swimming pool finish is provided in a four-color booklet describing Torlon swimming pool enamel systems. The booklet explains the advantages of each kind of Torlon Enamel in application and performance. It pictures standard colors available for the pool and complementary trim and race striping. Write to: Perry-Austen Mfg. Co., 250 Parkinson Ave., Staten Island, N.Y. 10305.



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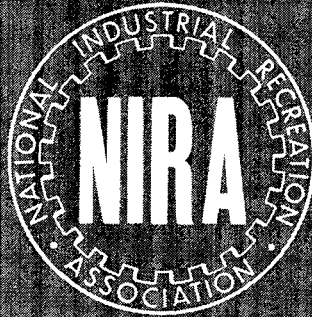
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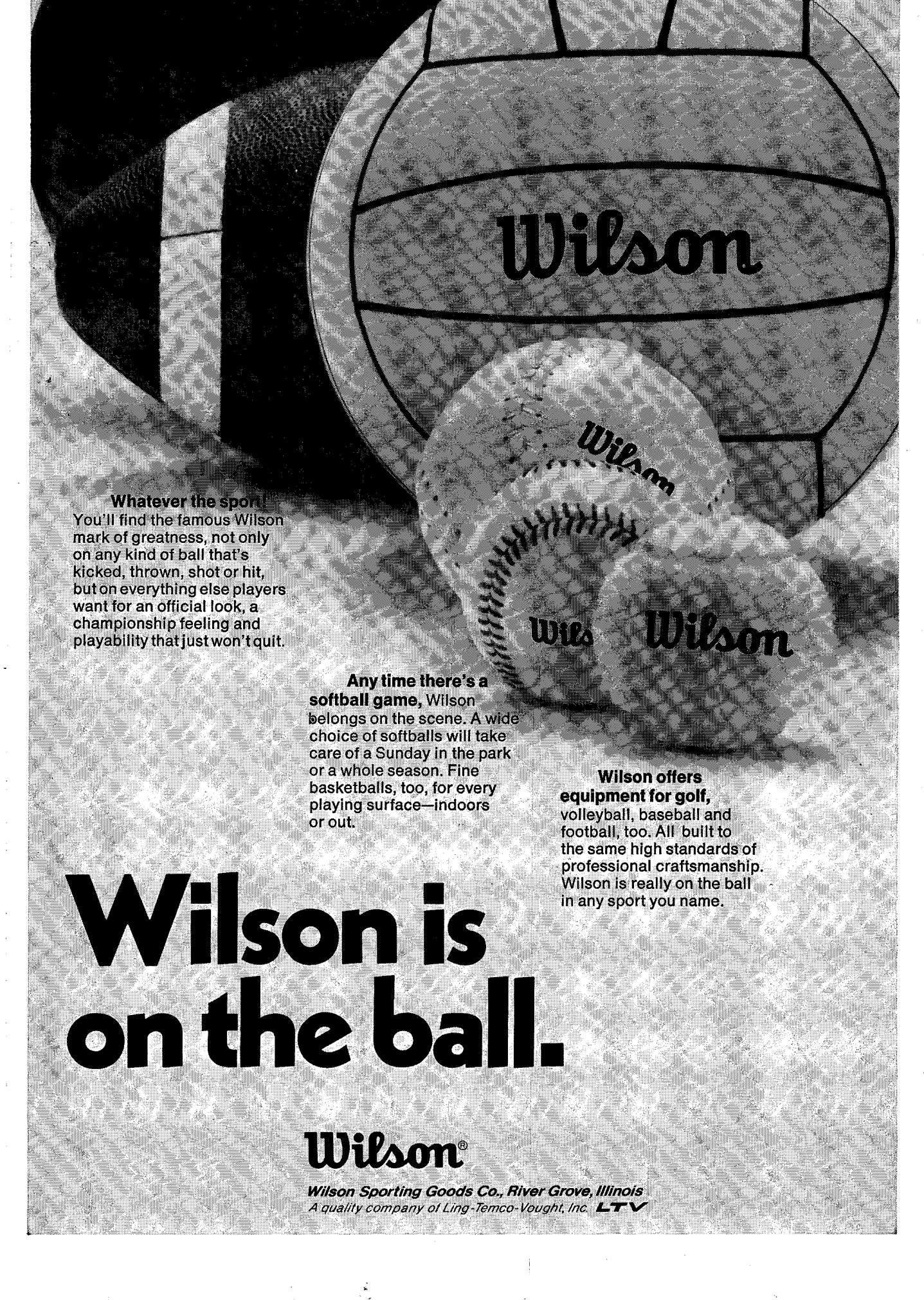
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Playing on the Job

This article appeared in the March 17 issue of "Newsweek" magazine and is reprinted here by special permission. (Copyright Newsweek, Inc., March 1969.)

In Atlanta, he is an aeronautical engineer for Lockheed who spends his lunch hours practicing for the company croquet tournament. At the Flick-Reedy plant in Bensenville, Ill., he is an accountant who stays at the office until sundown trying to catch the limit from the company's fishing lagoon. And in Akron, Ohio, he is a Goodyear sales trainee who arrives home late because he has been working on new plays for the big basketball game against Burger Chef. Who is he? Just a typical American "working" male.

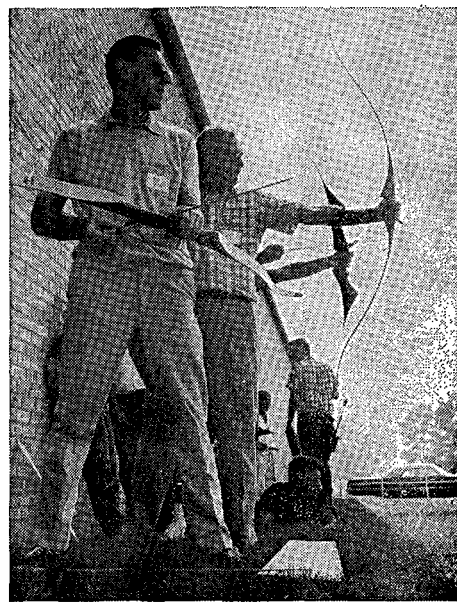
Playing late at the office is becoming as common as working late; every day more men (and women) are forsaking home and pub to participate in company-sponsored sporting events. And like the lonesome spouse, management has had to adapt. Three-fourths of all firms employing more than 1,000 people have initiated some form of athletic program, and some 8,000 companies now have full- or part-time recreation directors.

Many a U.S. plant has long had a scruffy ball field or a volleyball net strung behind a warehouse. But today's new industrial complexes increasingly include vast and verdant recreational parks. In Fort Worth, General Dynamics Corp. devotes 80 acres to everything from a rodeo arena to an Olympic-size swimming pool. In Minneapolis, Minnesota Mining and Manufacturing Co. owns a 366-acre park. Among 3M's current winter activities: skating, skiing and snowmobiling.

"It's just taking care of the employees," says Don Neer, the executive director of the National Industrial Recreation Association. "They are the chief product and the chief commodity and management doesn't want to lose them."

Management has found that a well-run athletic program attracts new employees and helps introduce them into a factory-oriented community. The programs can also serve as an informal—and sometimes no-holds-barred—meeting ground between white collar and blue collar. Felix Probandt, treasurer of the Ampex Corp. in Redwood City, Calif., really got the feel of his employees when he joined the karate club and got chopped around by production workers. Similarly, Clyde Skeen, president of Ling-Temco-Vought, Inc., in Dallas, was so carried away on the company basketball court that he was literally carried off—with a torn Achilles' tendon. He still cares, however. LTV is currently breaking ground for a new \$750,000, 70-acre recreation facility.

Soaking: While bowling, softball and golf are the most common sports (150 firms own golf courses), there is growing interest in offbeat athletics. At Lockheed's plant in Sunnyvale, Calif., soaring, target shooting and judo are popular. So is archery at Flick-Reedy, hockey at Raytheon Co. in Boston, and skin diving at Ford in Detroit. One company, Hew-



Flick-Reedy: A string of sports

lett-Packard of Colorado, stages its own "Olympics"—in archery, bowling and golf—complete with a sacred flame. Even government agencies are getting into the game. The FBI, for instance, has tennis and water-skiing clubs.

However, amid the industrial sports boom, big-time basketball is fading fast. Such great teams as the Firestone Non-skids, Denver Truckers, Peoria Caterpillars and Phillips 66ers—which used to be the keystone of amateur basketball in America—are now all gone. The best athletes have succumbed to big-money offers from the expanded professional basketball leagues, and company executives have concluded that no basketball team is better than a mediocre one.

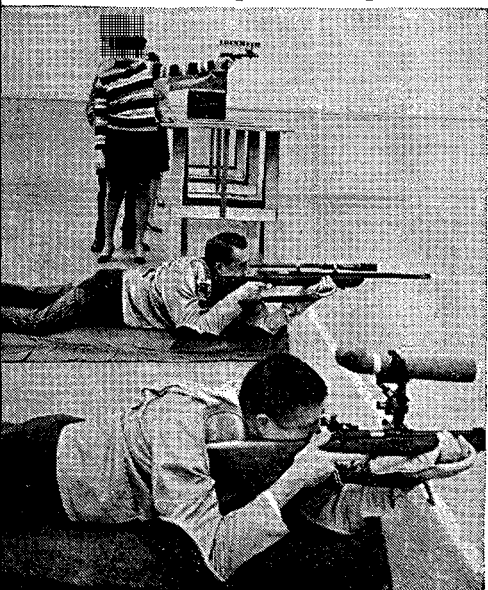
One of the few exceptions is Goodyear Tire and Rubber Co. Its talented Wingfoots compete in international tournaments, contribute players to the U.S. Olympic basketball squad and often draw more TV viewers than pro teams when their Sunday games are telecast in Ohio. More important to management is the large number of players (45 per cent) who stay with Goodyear. Indeed, two Wingfoots made it all the way to the top: president Victor Holt Jr., and E.J. Thomas, former chairman of the board.

Most company basketball, of course, is far less ambitious. Take Pacific Southwest Airlines in San Diego. Its squad of ten pretty stewardesses wears white mini-skirts and red blouses with a bare midriff and so far this season has defeated four male basketball teams that had trouble keeping their eyes on the basket. Says PSA president Floyd Andrews, who sits on the bench during most games: "The team has done wonders for our image."



W. Gordon Menzie

PSA: Hips and hoops.



Newsweek—James D. Wilson

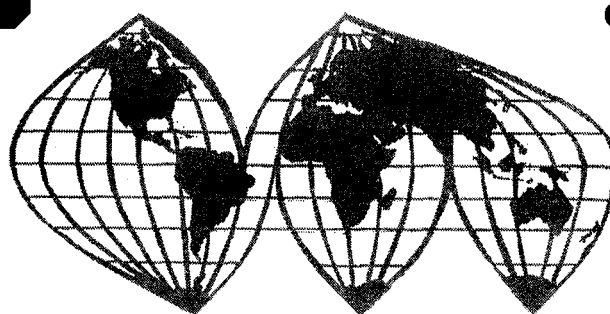
Lockheed: Aiming at the offbeat

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The Giants Awake— Who Is Going to Feed Him?

by Don L. Neer
Executive Director,
National Industrial Recreation Assn.,
Chicago, Illinois

When Professor Starr asked me to speak at this Employee Recreation Seminar, I couldn't say "No," because it was like coming back for a class reunion. Immediately I recalled a talk I gave ten years ago entitled, "The Sleeping Giant." The opening, in particular, is pertinent to this Seminar. It began like this:

"Today I want to talk with you about a sleeping giant. I'm sure all of you are familiar with the legends of Paul Bunyan. As a boy growing up in northern South Dakota and Minnesota, I never tired hearing the exploits of the giant Paul and Babe, his Blue Ox. From this folklore I learned to believe in giants. I like to think it was Paul who lured me from a National Youth Administration job and gave me the pioneer courage to borrow \$50 and to hitch-hike to Minneapolis to work my way through the University of Minnesota. He seemed to say, 'You can be a giant, too, if you believe in yourself!'"

"History is full of giants: Einstein, Edison, Henry Ford, Marconi, Lindberg, John Glenn. There are giants all around us. All we have to do is to bestir them and put them to work. Giants, you see, are born in the minds of men, not out of the self-satisfactions of the past. Nothing, we are told, is so powerful as an idea whose time has come! . . ."

The "sleeping giant" was this great field of ours—Employee Recreation. I asked for help to wake up the sleeping giant—first, by releasing the bonds of *management opinion*; second, by releasing the bonds of *management indecision*; and third, asking for a *convinced membership*.

Tonight, ten years later, I am happy to report the "Giants awake." However, our recreation program is somewhat like King Tantalus of old Greek mythology. He was a great favorite of the gods, but humanly ungrateful. Tantalus abused the divine favor and revealed to men the secrets of heaven.

This talk was delivered at the Second Annual Employee Recreation Seminar (Feb., 1969) at the University of Minnesota.

Famous is his punishment. He was placed in a lake whose waters reached to his chin; but at every attempt to quench his thirst, the water receded. Terrible hunger gnawed at his vitals. Directly over him hung branches laden with delicious fruit—but always beyond his reach!

The Space Age, ushered in by the computer, has produced a modern counterpart to King Tantalus. We can send astronauts to the moon and back—yet, we have a nation that is ignorant when it comes to solving its recreation needs. We spend millions on food and cigarette advertising only to increase the number of deaths from heart attacks to over 200,000 annually. Thirty years ago the answers were spelled out for all to see; and, yet, they still remain just out of reach.

1. In 1940, Dorothy Endereis, supt. of recreation, Milwaukee, Wis. developed the successful "Milwaukee Lighted School House Program." It was an excellent example of the use of the schools for community recreation.

2. In 1940, Guy Stanton Ford, president of the University of Minnesota, announced the first Bachelor of Science degree in Recreational Leadership in the nation. The curriculum, developed by Ed Haislett and Dr. Elizabeth Eckhardt May, was a model for all colleges to follow.

3. From 1940 to 1950 Leibert Weir, the Grand Disciple of municipal park and recreation departments, toured the nation preaching the cooperative method to "boards of education and city recreation and park boards to use qualified interchangeable leadership."

I can vouch that each of these solutions to modern man's recreation needs were sound and practical; yet, like individual fitness, we know what we should do to keep fit but lack the will power to do it. Let's explore who it is that failed to meet the challenge of recreation for the masses.

RECREATION — WHOSE RESPONSIBILITY

That of Local, State and National Governments?

In 1937, Frank McCormick, athletic director for the University of Minnesota, told the Minnesota American Legion his department would develop a sound year-round recreation program for Minnesota cities. Under Carl Nordly's leadership, they did; and within ten years every city with 10,000 population had a full-time city recreation director. The State also was one of the first to hire a state-wide recreation consultant. Yet, today—30 years later—there are still 2,500 cities in the U.S. with 8,000 population that do not have a full-time, year 'round city recreation director.

On the other hand, we have 72 government bureaus or commissions dealing with recreation. Seven years ago, the Bureau of Outdoor Recreation was created to coordinate many of these programs. From one office of five people, the Bureau of Outdoor Recreation has grown to six regional offices and a payroll of 510 employees; this is in the same span of years that the Federal budget has jumped from 88.5 billion to 195.3 billion dollars.

I was one of 20 that tried unsuccessfully in 1962 to get the word "Outdoor" dropped from the title. It was under director Harold Craft that recreation on the Federal level has swung over to the "park philosophy" of recreation. It almost seems that unless you wear "forest green," you are out of step.

After last year's inner-city riots, attention has focused on the almost total lack of recreation programs and facilities in our major cities. We need a Secretary of Recreation added to the Cabinet, right now, by the Nixon administration.

Everybody wants to get into the act now that the government, like in bygone WPA programs, sweetens the local kitty. Even our alert college coaches and athletic directors, under the NCAA banner, are permitting use of their athletic facilities for summer-time programs to disadvantaged youth.

G. Moriarty's poem, "The Unplayed Game," says it best:

*The kids were playing baseball
On a private lot one day,
In anger, neighbors warned them:
"Stop playing right away!"
The grassy field was summer green,
Blue skies shone overhead,
There wasn't any violence,
Contentment ruled instead,
The Sandlot Crowd was cheering,
The fielders made fine stops,
Until one kid yelled out in fear:
"Jiggers, Look out! Here come the cops!"
And so the kids were chased away,
Sad-hearted and dismayed,
Their hopes were badly shattered
When the game could not be played,
Each lad filled with ambition,
Each coveted a dream
To be some day a shining star
Upon a big league team.
Their happy yells were stifled,
Their healthy fun denied,
Great hopes they had of winning,
Within these lads had died,
With nothing left for them to do,
Grim night-time came once more,
And papers said next morning:
"Tough kids rob corner store".
Now that the damage has been done,
Who are the ones to blame?
They would have planned no robbery
If they had played their game,
So if we stop their playing,
And care not what befalls—
We sentence them to gangland
And then to prison walls!
Though courts may shout "Delinquency!"
When playful kids are jailed,
It's high time then that we confess
We are the ones who failed.*

(Copyright, G. Moriarty, 1954)

Thirty years ago, the National Recreation Association was the untarnished authority and leader of the recreation movement. Today, they are struggling valiantly to keep recreation's identity alive. Weakened by extensive and expensive mergers and by government and commercial encroachment, the National Recreation and Parks Association is trying to be godfather to park, recreation and zoo people—all at the same time; and, accordingly, each is suffering from lack of attention.

Their thinking, with the Bureau of Outdoor Recreation's influence, has permeated into our college training programs; they profess the idea that today's student can be trained in 5 years to be both a park and recreation administrator. After 32 years of turning out recreation graduates, with 175 colleges offering recreation degrees, it is disgraceful that we still haven't been given national accreditation for these recreation curriculums.

"... Now is the time for management to throw off the bonds of indecision and recognize that the provision of recreation is their responsibility and not that of the unions ..."

The American Association for Health, Physical Education, and Recreation thirty years ago contended that all recreation should be controlled by the schools. Yet, we are not any closer to realizing this dream today than we were in 1940.

The physical education fraternity is still not recreation orientated and, certainly, is not about to tackle community recreation, unless there is a big pay incentive. This, the taxpayer refuses to approve.

The school administrator is reluctant to turn over his physical plant to the city recreation director, despite the fact that he is academically qualified.

Architecturally, despite the excellent planning and facilities guides developed by the Athletic Institute, we continue to build school plants unsuited for community recreation.

It is sobering to look at our elementary, high school and college physical education programs and see how far they miss the mark in training today's youth in lifetime, carry-over recreation activities.

Insurance company statistics show that personal fitness through a lifetime recreation program is as essential as English and math for success and survival; yet, thousands of high school boys and girls graduate each year without a single lifetime recreation skill, such as swimming, golf, tennis or billiards.

Is Recreation the Responsibility of National Commercial Associations?

Merrill, Lynch, Pierce, Fenner & Smith, Inc., estimates the recreation (leisure time) market at \$150 billion dollars with Americans having one-third of their time for leisure pursuits. The prognosis that we will have even more free time and money for recreation in the future is a fact. Dept. of Interior figures show that the nation's 9 million golfers spend \$250 million; tennis players spend \$22 million; fishermen spend \$20 million.

The Athletic Institute, under the

leadership of Col. Ted Bank, furnished some of the foremost thinking in the health, physical education and recreation fields; but, since his retirement, the Institute's national leadership position in the recreation field has slipped. AMF & Brunswick were on the right track with their Lifetime Sports Foundation, headed by Bud Wilkinson, but it is doubtful if it will be continued.

What are the major associations of athletic goods manufacturers and the sporting goods dealers doing to further the growth of recreation? The answer is practically nothing. The National Sporting Goods Association has become a potent, well-heeled power in the industry; but, unfortunately, their philosophy "that recreation pays only in profit to the sporting goods dealers' pocket" has been near-sighted; and their contributions to the recreation movement have been few and far between.

Is Recreation the Responsibility of the Commercial Operator of Your Local Bowling, Billiard, Roller Skating, Swimming or Tennis Club?

What status and standards has the commercial operator in our recreation profession? In many cases, he sees more youth of the city than the city recreation director. Should the city or industry build their rival recreation facilities to insure proper management? Should the schools lease these facilities for classroom instruction? Or, should the commercial manager be required to be a recreation professional?

Is Recreation the Responsibility of American Industry?

The answer can very well be "Yes"—because in many cases where the government, municipality, or private agency has failed, industry has stepped in to provide a recreation program for their employees.

Despite the far-sighted academic and political recreation leadership in this State, a number of Minnesota industries have seen fit to develop their own

"... After 32 years of turning out recreation graduates, with 175 colleges offering recreation degrees, it is disgraceful that we still haven't been given national accreditation for these recreation curriculums ..."



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"... We are so busy building our own programs that we forget that the stream going by the front of our door eventually leads to the vast ocean ..."

facilities and programs to meet the needs of their employees. Despite one of the finest statewide school systems, these industrial recreation directors are constantly having to offer beginning classes in bowling, archery, swimming, music, dancing, crafts, golf and other individual recreational skills.

We are on the threshold of a decade that will see the greatest growth this country has ever known—and the last decade hasn't been exactly slow. As I take a look at our recreation potential nationally, with it widening cultural and social horizons, it becomes apparent that it is industry that must tool up now to meet the challenges of a balanced, year-round program of recreation for the 21st century employee.

Company recreation programs of the future will be built around a diversified executive and employee fitness program. This will be achieved through fine company facilities and programs. Obesity will be out. Mach II travel will call for physical and mental fitness. Salesmen will have to be able to withstand 7-GS, with physical stamina equal to that of an Olympic athlete. This will call for in-plant facilities, as well as conveniently located family health spas, if we are to counter-balance the rigors of a computerized world.

An annual National Industrial Olympics Program will be industry's showcase of fitness and most of our future Olympic team members will be from industry, similar to Grumman Aircraft's employee Al Oerter.

NIRA is taking the lead in meeting this challenge—by sponsoring a "National Institute for Executive and Employee Fitness" on the opening day of our 28th National Conference and Exhibit in St. Louis. The President's Council on Physical Fitness and Sports is the co-sponsor, and over 1,000 company representatives are expected to attend this First National Institute of Industrial Fitness.

The Giants awake, and now is the time for management to throw off the bonds of indecision and recognize that the provision of recreation is their responsibility and not that of the unions. They need to recognize that NIRA, not the Chamber of Commerce or American Management Association, has been

carrying the ball for them. Accordingly, NIRA and its programs should be properly financed so they can represent management at major park and recreation conferences; the field should not be left open to the many union delegates who always attend.

I, for one, am confident industry will stand on its own feet and not yield its employees' recreation rights to Federal or union control.

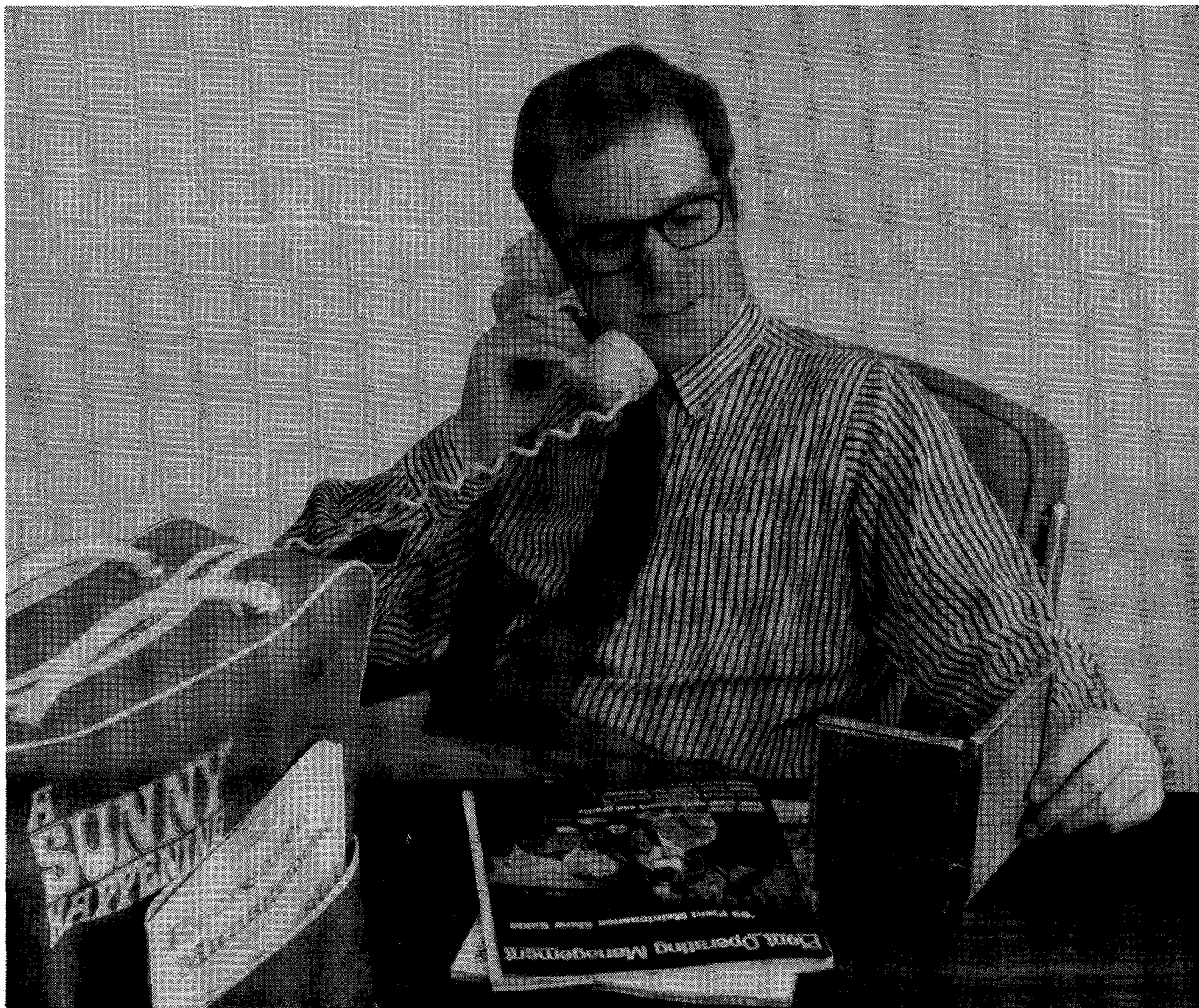
Each division of the company, including its branch plants, should carry full membership in NIRA. The position of the Industrial Recreation Director now calls for the best-trained person available—not simply the star athlete or company misfit.

The third bond—that of a convinced membership—is where you and I come in. How many of us are willing to bet everything that our job, our leadership, is the most important in the world. If we haven't convinced ourselves that we have a saleable product, then we are in the wrong field. The idea of employee recreation is here to stay!

So why, then, must the most dynamic idea of our generation apologize with a national office cramped into less than half the needed space and without personnel or equipment to provide the services demanded? We do not have the things we need because we still do not want them badly enough. We are so busy building our own programs that we forget that the stream going by the front of our door eventually leads to the vast ocean, where lie the unfathomed depths.

The calendar years of 1969-70 are all important to NIRA and the industrial recreation movement. If we can't make use of the opportunities at our fingertips, record participation in the NIRA Conference and tournaments and, especially, memberships for every company in the U.S.A. and Canada employing 10,000 or more people, then scratch 28 years of dedicated work. Because without a convinced membership, we might as well padlock the door and let industrial recreation again lose its identity in the recreation and park combine.

I repeat: we can do it and you can help, for you see, the Giants awake; and it's time for management to feed him or he will die!



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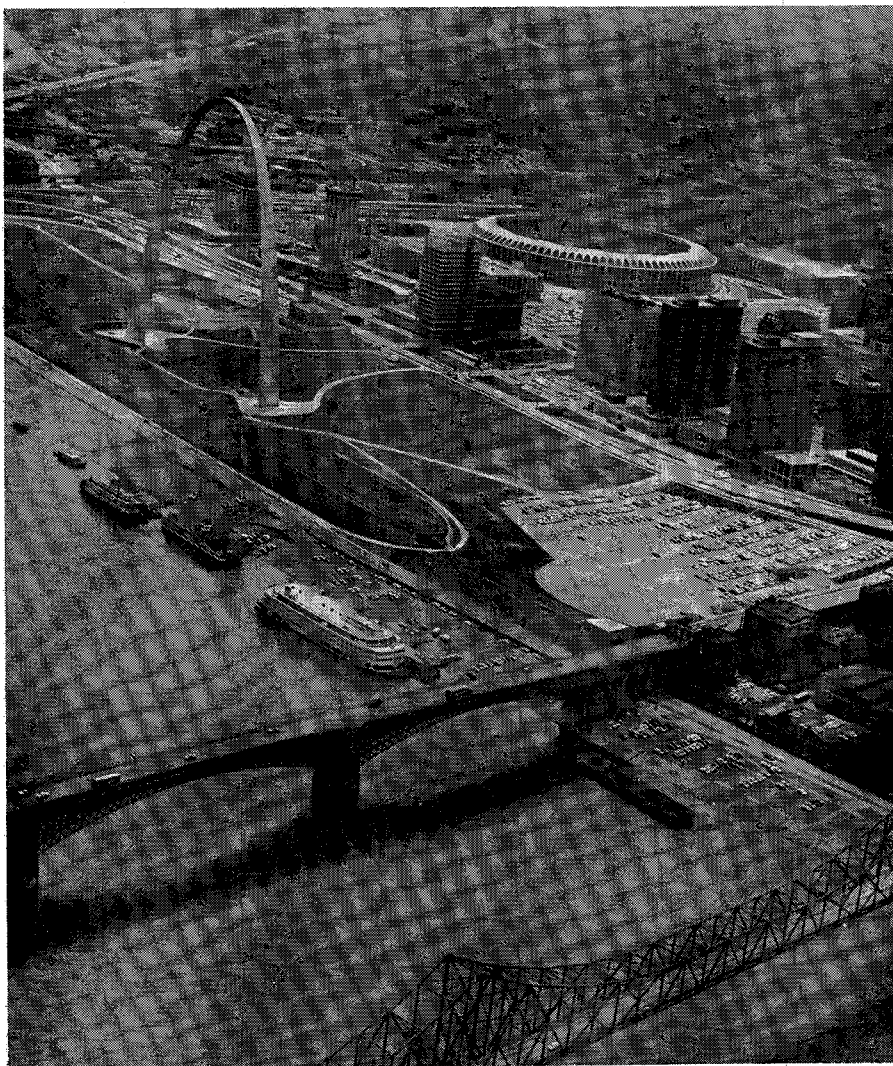
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THE EVENT OF THE YEAR...

The Chase Park Plaza Hotel in St. Louis, Mo., is the place and June 6 through June 9 are the dates for NIRA's 28th Annual Conference and Exhibit.

The Conference will feature a wide variety of panel discussions, problem clinics, question and answer sessions, and talks by leading recreation experts.

An added special attraction is a symposium by the President's Council on Physical Fitness and Sports on the latest developments in Executive and Employee Fitness programs. Informative talks by some of the nation's outstanding fitness experts, NASA representatives and Capt. James Lovell, Apollo 8 astronaut and consultant to the President, will be presented.

The local host for the NIRA Conference, the St. Louis Industrial Recreation Council, has a varied and interesting social program planned, which includes trips to Grant's Farm, the Gateway to the West Arch, Olin Mathieson's Westerner Club, the famous Muny Opera, Busch Stadium, Spanish Pavilion and, of course, the glamorous Mississippi River Showboats.

For the wives attending the Conference, there will be a special program of daytime activities.

Conference Program

This issue of R/M goes to press before the official Conference Program is finalized. Hence, the program, as presented on the following pages, is subject to change.

JUNE 5 — THURSDAY

10:00 A.M. to 3:00 P.M.—BOARD OF DIRECTORS MEETING Empire Room

4:00 P.M.—HELMS AWARD COMMITTEE Chippendale Room

Chairman—A. Murray Dick, Dominion Foundries & Steel Co., Ltd., Hamilton, Ont., Canada
John Leslie, 3M Company, St. Paul, Minn.
C. R. Gillaugh, NCR, Dayton, Ohio
John Murphy, So. Ill. Univ., Carbondale, Ill.

4:00 P.M.—SCHOLARSHIP COMMITTEE Lacquer Room

Chairman—Gordon L. Starr, Director of Research, University of Minnesota, Minneapolis, Minn.

Committee—Richard Prey, The Upjohn Co., Kalamazoo, Mich.

Fritz Merrell, Olin Mathieson Chem. Corp., Pisgah Forest, N.C.

Earl Schreiber, Timken Roller Bearing Co., Canton, Ohio

Robert Eppley, Cummins Engine Co., Columbus, Ind.

L. L. Jarl, General Dynamics, Ft. Worth, Texas

4:00 P.M.—REGISTRATION Chase Lounge
Conference & Institute—National Institute on Executive & Employee Fitness

6:00 P.M.—Dinner Open

9:00 P.M.—CIRA-CIRL COMMITTEE MEETING President's Suite

Chairman—Patrick Feely, Falk Corp., Milwaukee, Wis.

Committee—Martha Daniell, Nationwide Ins. Co., Columbus, Ohio

Fritz Merrell, Olin Mathieson Chem. Corp., Pisgah Forest, N.C.

Gordon Starr, University of Minnesota, Minneapolis, Minn.

Don L. Neer, Executive Director, NIRA

K. Kellough, North American Rockwell Corp., El Segundo, Calif.

R. Fred Canaday, General Motors Corp., Detroit, Mich.

JUNE 6 — FRIDAY

8:00 A.M. to 5:00 P.M.—REGISTRATION Chase Lounge

9:00 A.M.—NATIONAL INSTITUTE FOR EXECUTIVE & EMPLOYEE FITNESS

9:00 A.M. to 9:40 A.M.—OPENING GENERAL SESSION Khorassan Room

Moderator—Leon Warshaw, M.D., Chm. of the Heart in Industry Committee, American Heart Association, Medical Director, United Artists Corp., Professional Associate to the Chief Medi-

cal Director, Equitable Life Assurance Society of the United States

Welcome Address—John P. Wilbern, Administrator, President's Council on Physical Fitness & Sports

Ken Kellough, NIRA President, North American Rockwell Corp., El Segundo, Calif.

9:10 A.M. to 9:40 A.M.—Speaker—Jere Mitchell, M.D., Assoc. Prof. of Med. and Physiology, Univ. of Texas, Southwestern Medical School—"Immediate Physiological Response on The Sedentary Adult To Exercise"

9:40 A.M. to 10:10 A.M.—Speaker—Elsworth R. Buskirk, Ph.D., Director Laboratory for Human Performance Research, Penn State University—"Influence of Increased Physical Activity on Human Performance"

10:10 A.M. to 10:40 A.M.—Speaker—Samuel M. Fox, III, M.D., Chief, Heart Disease and Stroke Control Program, U. S. Public Health Service, Arlington, Va.—"Possible Role of Exercise in the Prevention of Chronic Diseases"

10:40 A.M. to 11:00 A.M.—Break—(Coffee or Coke) Khorassan Room

11:00 A.M. to 11:30 A.M.—Speaker—Fred Heinzelmann, Ph.D., Research Psychologist, Heart Disease and Stroke Control Program, U. S. Public Health Service, Arlington, Va.—"Factors Influencing Responses to Physical Activity Programs and the Effects of Participation on Health Attitudes and Behavior"

11:30 A.M. to 12:00 P.M.—Speaker—H. K. Hellerstein, M.D., Associate Professor of Department of Cardiology Case—Western Reserve University, Cleveland, Ohio—"Exercise Programs For the Post Cardiac As They Pertain to Industry"

12:00 to 1:15 P.M.—LOW CHOLESTEROL LUNCHEON Chase Club
Sponsored by—Fleischmann's Corn Oil Margarines, product of Standard Brands, Inc.

1:30 P.M. to 2:30 P.M.—SECOND GENERAL SESSION Khorassan Room

Moderator—A. L. Gardner, Ass't. to President, Lockheed Missiles & Space, Sunnyvale, Cal.

Speaker—William L. Haskell, Ph.D., Director of Program Development President's Council on Physical Fitness and Sports—"Some Factors To Be Considered in the Planning and Operation of Employer Sponsored Fitness Programs"

2:30 P.M. to 3:45 P.M.—"EMPLOYER SPONSORED PHYSICAL FITNESS PROGRAMS"

1. Denis J. O'Leary, M.D., Medical Director Employee Medical Department, New York Life Insurance Company

2. Richard H. Morrison, M.D., Medical Director, North American Rockwell Corp., Space Division

3. Richard T. Moxley, III, M.D., Project Director NASA Employees Health Evaluation and Enhancement Program—Medical Officer, Heart Disease and Stroke Control Program, National Aeronautics & Space Administration

4. J. Eldrid Smith, M.D., Director, Cardiovascular Medical Services, United Airlines

5. Ted Savastano, Mgr. Office Services & A't., Olin Mathieson Chem. Corp., East Alton, Ill.

3:45 P.M. to 4:00 P.M.—Break and move to panel discussions



John P. Wilbern



Jere H. Mitchell, M.D.



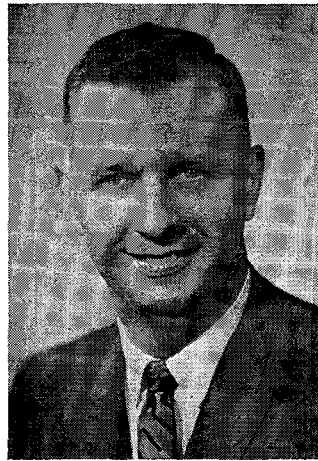
Samuel M. Fox, III, M.D.



Fred Heinzelmann, Ph.D.



Herman K. Hellerstein, M.D.



Alfred J. Gardner



William L. Haskell, Ph.D.



Richard H. Morrison, M.D.

4:00 P.M.-5:00 P.M.—Simultaneous panel discussions on major problem areas in employer sponsored fitness programs Khorassan Room

I. "MEDICAL CLEARANCE AND SUPERVISION" Chairman—Leon Warshaw, M.D.

Henry Blackburn, M.D., Chm. Laboratory of Physiological Hygiene University of Minnesota—"Why Medical Clearance Procedures Are Advisable"

Edwin Westura, M.D., Chief, Section of Clinical Cardiology, St. Louis School of Med.—"What Evaluation Procedures Should Be Included in a Clearance Examination"

John P. Naughton, M.D., Assoc. Professor of Medicine and Director, Rehabilitation Center, University of Illinois College of Medicine—"What Medical Supervision is Necessary"

Fred Allman, M.D., Atlanta Orthopedic Clinic, President, American College of Sports Medicine—"How To Prevent Orthopedic Problems That Occur With Increased Physical Activity"

II. PROGRAM ADMINISTRATION Zodiac Room

Chairman—John P. Wilbern

William R. Cunnick, M.D., Medical Director Employee Health Conservation Division, Metropolitan Life Insurance Co.—"Ways An Employer Can Provide Fitness Programs For All Employees"

Gerald J. Friedmann, M.D., Assistant, Clinical Professor, New York University College of Medi-

cine and Medical Dir., U. S. Parcel Service—"Problems Related To Programs Provided During Working Hours"

Fred F. Bell, Occupational Health Specialist, Occupational Health and Safety Division, Civil Service Commission—"Employee Compensation for Injuries Associated with Exercise Programs"

Frank Barnes, Manager, Corporate Recreation Services, Xerox Corp., Rochester, N.Y.—"Factors Leading To A Successful Employee Fitness Program"

III. FACILITIES

Starlight Room

Chairman—Simon A. McNeely, Director, President's Council on Fitness & Sports

C. Carson Conrad, Chief, Bureau of HPER, California State Dept. of Education—"How To Modify or Utilize Existing Facilities Designed For Other Purposes"

P. Dick Theibert, Head, Division of Health, Phys. Ed., Recreation and Athletics, Chapman College, Orange, Calif.—"Recent Advances In The Construction of Physical Fitness Facilities"

John Meyer, Architect, Sverdrup and Parcel, St. Louis, Mo.—"New Concepts and Designs"

George Schisler, Director, Health & Phys. Ed., Life Insurance Company of Georgia, Atlanta—"An Example of an Employee Fitness Facility"

IV. PHYSICAL ACTIVITY PROGRAMS Chase Club

Chairman—William L. Haskell, Ph.D.

R. L. Bohannon, M.D., President, National Jogging Assoc., Washington, D. C.—"Jogging Programs For The Sedentary Adult"

Fred W. Kasch, Ph.D., Professor Physical Education, San Diego State College—"A Systematic Approach To Vigorous Exercise Programs"

Karl Stoedefalke, Ph.D., Assoc. Professor of Physical Education, University of Wisconsin—"Modified Games For Adults" or "Fitness Can Be Fun"

James S. Skinner, Ph.D., Asst. Professor, Laboratory for Human Performance Research Penn State University—"Practical Considerations"

4:15 P.M.-4:30 P.M.—Return to main auditorium

4:30 P.M.-5:00 P.M.—Discussion with questions from the audience

5:00 P.M.—EXHIBIT HALL OPENS Exhibit Hall (Lower Level)

6:00 P.M.-7:30 P.M.—Social Hour (See latest exhibits of Fitness Industrial Rec. Equipment)

7:30 P.M.-9:00 P.M.—DINNER

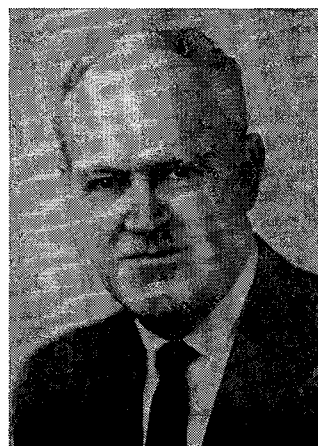
Chairman—Don L. Neer, Executive Director, National Industrial Recreation Assn.

Keynoter—Capt. James A. Lovell, Apollo 8 Astronaut and Consultant to the President for Physical Fitness and Sports—"Observations and Impressions During Lunar Orbiting"

Fred L. Allman, Jr., M.D.



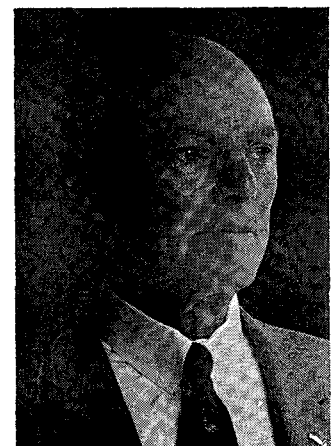
Simon A. McNeely



Capt. James A. Lovell



R. L. Bohannon, M.D.



SATURDAY — JUNE 7

8:00 A.M.-5:00 P.M.—REGISTRATION

Chase Lounge

8:00 A.M.-5:30 P.M.—EXHIBITS Exhibit Hall

8:30 A.M.-10:00 A.M.—NIRA REGIONAL BREAKFASTS (200)

Region I (40)

Coach

Chairman—Theodore Scandurra, Equitable Life Assurance Society, New York, N. Y.

Recorder—Mary Kennelly, Amer. Tel. & Tel. Co., New York, N. Y.

Region II (50)

Regency

Chairman—John Gentile, TRW, Inc., Cleveland, Ohio

Recorder—Charles H. Cunningham, U. S. Dept. Agriculture Welfare and Recreation, Washington, D. C.

Region III (50)

Empire Room

Chairman—Robert E. Eppley, Cummins Engine Co., Inc., Columbus, Ind.

Recorder—Dale Shaffer, Delco-Remy Div., GMC, Anderson, Ind.

Region IV (10)

English

Chairman—William L. West, Jr., Pharr Yarns, Inc., McAdenville, N.C.

Recorder—A. Bennie Cunningham, Groves Thread Co., Inc., Gastonia, N.C.

Region V (15)

Palladium

Chairman—Dick Wilsman, S. C. Johnson & Son, Inc., Racine, Wis.

Recorder—E. Richard Larsen, Kohler Co., Kohler, Wis.

Region VI (30)

Park

Chairman—L. L. Jarl, General Dynamics, Fort Worth, Texas

Recorder—Bert Granville, McDonnell-Douglas Corp., St. Louis, Mo.

Region VII (20)

Colonial

Chairman—Charles J. Placek, Motorola Inc., Scottsdale, Ariz.

Recorder—C. Stanley Locke, Jet Propulsion Lab., Pasadena, Calif.

Region VIII (10)

Embassy

Chairman—J. W. Lannan, Manufacturers Life Insurance Co., Toronto, Ont., Canada

Recorder—G. LaGrave, Canadair Limited, Montreal, Que., Canada

10:00 A.M.-11:00 A.M.—EXHIBITS Exhibit Hall

11:00 A.M.-11:30 A.M.—OPENING GENERAL SESSION NIRA'S 28TH NATIONAL CONFERENCE AND EXHIBIT Chase Club

Welcome—Conference Chairmen, Bert Granville, McDonnell-Douglas Corp., and Otto Seibel, Concordia Publishing Co.

President Ken Kellough, North American Rockwell Corp., El Segundo, Calif.

Keynote—Dr. Jackson Anderson, University of Minnesota, "Industrial Recreation In the Year 2000"

Noon-1:30 P.M.—ST. LOUIS IRC LUNCHEON (400) Khorassan Room

Chairman—Bert Granville, McDonnell-Douglas Corp., St. Louis, Mo.

Keynote—Bid Edmund, Goodyear Tire & Rubber Co., Akron, Ohio—"28 Years of Industrial Recreation"

Presentation of Hugo Autz Award—by Bob Burns, Sports Editor, St. Louis Globe Democrat, to Johnson Spink, Publisher, The Sporting Goods Dealer

2:00 P.M.-2:30 P.M.—EXHIBIT HALL

Exhibit Hall

2:30 P.M.-4:00 P.M.—CONCURRENT PANELS: "HOW TO DEVELOP A YEAR-ROUND BALANCED PROGRAM"

PANEL I—PROGRAMMING

Chase Club

Chairman—Robert Eppley, Cummins Engine Co., Columbus, Ind.

PANEL

Ted Scandurra, Equitable Life Ins. Co., New York, N.Y.—"How To Organize A Program"

William Case, Riegel Comm. Foundation, New York, N.Y.—"How To Communicate"

B. Brown, AVCO Electronics, Cincinnati, Ohio—"How To Get Management To Participate"

P. J. McCarthy, Chicago Park District, Chicago, Ill.—"Cooperating With The Community Recreation Program"

Ellis Rhodes, Solar Employees, San Diego, Calif.—"How To Train Your Staff"

Ed Bruno, 3 M Co., St. Paul, Minn.—"Leadership (Paid versus Volunteer)"

Bob Van Duzer, Babcock & Wilcox, Barberton, Ohio—"Awards Are Important"

PANEL II

FACILITIES (INDOOR-OUTDOOR)

Khorassan A. Room

Chairman—Arthur Conrad, Flick-Reedy Corp., Bensenville, Ill.

Recorder—C. J. Moyer, Eastman Kodak Co., Rochester, N. Y.

PANEL

L. L. Jarl, General Dynamics, Fort Worth, Tex.—"A Master Facility Plan Is Important"

George Schmiedel, General Dynamics/Convair, San Diego, Calif.—"A Recreation Center For Indoor-Outdoor Activities"

Howard Golden, Metropolitan Life Ins. Co., New York, N. Y.—"Company Facilities Within the Confines of a Large City"

Al Bianco, Wright Patterson AFB, Dayton, Ohio—"Civilian Employee Use of Military Facilities"

Edward Mitchell, U. S. Steel Corp., Gary Works, Gary, Ind.—"The Company Camp is Good "PR"."

PANEL III

Regency Room

PROGRAMMING-INSURANCE & FINANCING

Chairman—Frank Barnes, Xerox Corp., Rochester, N.Y.

Recorder—Gary McCormick, Salt River Project, Phoenix, Ariz.

PANEL

Patrick W. Feely, The Falk Corp., Milwaukee, Wis.—"Insurance Is A Must for a Sound Employee Recreation Program"

John Lasco, Xerox Corp., Rochester, N.Y.—"Methods of Financing Recreation Programs"

Warren Wallgren, Theo Hamm Brewing Co., St. Paul, Minn.—"Membership Drives vs. Annual Deduction"

Roy Ahrensburg, San Diego Gas & Electric Co., San Diego, Calif.—"Money Making Ideas for Employee Recreation Associations"

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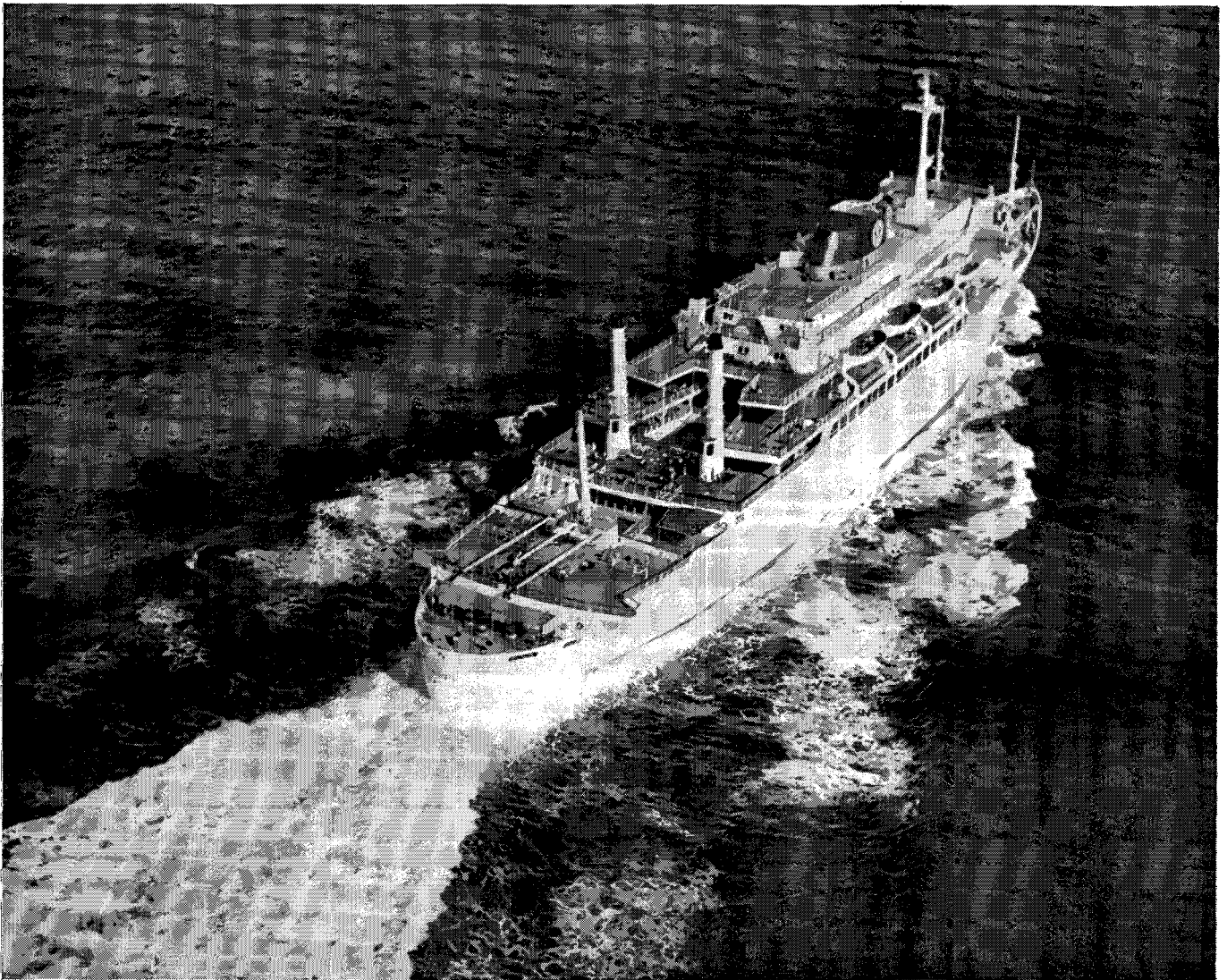
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Conference Program

4:00 P.M.-4:45 P.M.—GENERAL SESSION

Khorassan Room

"HOW TO USE THE COMPUTER ON YOUR JOB"
Speaker—Dick Schopp, Amer. Bowling Comp. Serv., Crawfordsville, Ind.—"The Challenge of the Computer"

6:00 P.M. (Optional)—Buses Leave for Forest Park Back Stage Box Luncheon on Stage

8:30 P.M. (Show time)—"State Fair" Munny Opera
 Buses Return to Hotel (11:00 P.M.)

8:00 P.M.—NIRRE&F FOUNDATION COMMITTEE

MEETING

President's Suite

Chairman—Arthur L. Conrad, Flick-Reedy Corp., Bensenville, Ill.

Vice Chairman—Patrick Feely, Falk Corp., Milwaukee, Wis.

Secretary-Treasurer—Don L. Neer, Exec. Dir., NIRA

Board of Trustees:

John Leslie, 3 M Co.

C. Bloedorn, Goodyear Tire & Rubber Co.

L. Deal, Inland Mfg. Div. GMC

M. Kennelly, Amer. Tel. & Tel. Co.

K. Leonard, LERA

G. Starr, University of Minnesota

R. F. Canaday, General Motors Corp.

A. Conrad and P. Feely

SUNDAY — JUNE 8

8:00 A.M.-5:00 P.M.—REGISTRATION

Chase Lounge

9:00 A.M.-4:00 P.M.—EXHIBITS

Exhibit Hall

8:00 A.M.-9:30 A.M.—CIRA Breakfast (70)

Zodiac Lounge

Chairman—Patrick Feely, The Falk Corp., Milwaukee, Wis.

10:00 A.M.—GENERAL SESSION (400)

Chase Club

EMPLOYEE TRAVEL

Chairman—R. Fred Canaday, Chm. NIRA Travel Council, General Motors Corp., Detroit, Mich.

Keynote Challenge—Clarence Arata, President NATO

10:30 A.M.-11:30 A.M.—BEGINNERS TRAVEL PANEL (200)

Chase Club

Chairman—Mary Kennelly, American Tel. & Tel. Co., New York, N.Y.

W. J. Pyper, Republic Aviation Co., Farmingdale, N.Y.—(to date, title of paper unannounced)

PANEL:

R. L. Warner, Los Angeles County Emp. Assoc., Los Angeles, Calif.—"How To Get Started"

John Gray, Prudential Insurance Co., Newark, N.J.—"Travel Club"

Charles Cunningham, U. S. Dept. of Agriculture & Welfare, Washington, D. C.—"How To Select An Agent & Carrier"

J. C. Schranck, E. I. Du Pont De Nemours Co., Inc., Wilmington, Del.—(to date, title of paper unannounced)

10:30 A.M.-11:30 A.M.—ADVANCED TRAVEL PANEL (200)

Regency Room

Chairman—Ken Leonard, LERA, Sunnyvale, Calif.

Recorder—Richard Larsen, Kohler Co., Kohler, Wis.

PANEL:

Ken Gullikson, A. C. Electronics, Milwaukee, Wis.—"How To Select Where To Go"

Fred Wilson, Scovill Mfg. Co., Waterbury, Conn.—"Call For Bids Based On Agreed Specifications"

E. Blyweiss, RCA, Camden, N.J.—"Transfer, Baggage, Tipping"

Zarmair Shepherd, Foster Grant Co., Leominster, Mass.—"Bus Trips Can Be Fun"

11:30 A.M.-12:30 P.M.—EXHIBITS

Exhibit Hall

NOON—Lunch (Open)

EXHIBITS

Exhibit Hall

1:30 P.M.-2:30 P.M.—GENERAL SESSION

Khorassan Room

"HOW TO INSTITUTE AND ADMINISTER AN EFFECTIVE BLOOD BANK PROGRAM"

Chairman—Charles E. Somers, Adm. Emp. Services, Lockheed-California Company, Burbank, Calif.

Speaker—Edward M. Schottland, Vice President Dir. Blood Donor Recruitment, American National Red Cross, New York, N.Y.

2:30 P.M.-3:30 P.M.—CONCURRENT PANELS

PANEL I—RETIREE CLUBS

Lido Room

Co-Chairmen—Larry M. Deal, Sr., Inland Mfg. Div. GMC, Dayton, Ohio, and Mike Varanese, LERC, Burbank, Calif.

Recorder—Dean Moneymaker (Retiree, Int'l. Shoe Co.)

PANEL:

Frank D. Hyland, Detroit Steel Corp., Portsmouth, Ohio

Stan Locke, Jet Propulsion Lab., Pasadena, Calif.

Tom Kanary, Dow Chemical Corp., Midland, Mich.

Noel Rentz, Kaiser Steel Corp., Fontana, Calif.

W. Clement, U. S. Navy, Washington, D. C.

T. Curtis, McGraw Hill Inc., New York, N.Y.

Clarence Boyle, Cincinnati Gas & Electric Co., Cincinnati, Ohio

Richard Powers, IMA of Flint, Flint, Mich.

William P. O'May, Flick-Reedy Corp., Bensenville, Ill.

David Jeffreys, American Association of Retired Persons, Washington, D.C.

George J. Methlie, Bell Telephone Co. of Pa., Phila., Pa.

H. S. Naish, General Dynamics, Pomona, Calif.
 Dale Shaffer, Delco Remy Div. GMC., Anderson, Ind.

PANEL II—SPORTS SUPERMARKET

Khorassan Room

COME IN AND SHOP FOR LATEST PROGRAM IDEAS

Shooting

Chairman—Robert Bauer, Armco Steel Corp., Middletown, Ohio

PANEL:

Ken Kellough, North American Rockwell Corp., El Segundo, Calif.

Ken Leonard, LERA, Sunnyvale, Calif.

Clark Fisher, Texas Instruments Inc., Texins Assoc., Dallas, Tex.—"Wolf Hunting Clubs"

Basketball

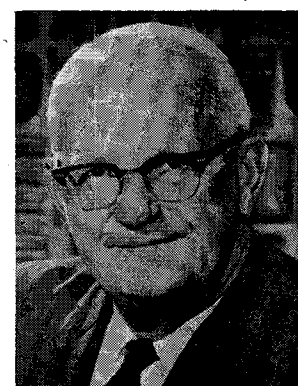
Chairman—Charles Bloedorn, Goodyear Tire & Rubber Co., Akron, Ohio



Bert Granville (left) and Otto Seibel, co-chairmen of NIRA Conference



Jackson M. Anderson



Willis H. Edmund

Conference Program

PANEL:

W. J. Quilty, Inland Mfg. Div., of GMC, Dayton, Ohio

Manny London, Fischer Porter, Warminster, Pa.

Patrick Feely, The Falk Corp., Milwaukee, Wis.

Softball & Baseball

Chairman—A. B. Cunningham, Groves Thread Co., Gastonia, N. C.

PANEL:

William Moseley, Corriher Mills Co., Landis, N.C.

Howard Honaker, Faultless Rubber Co., Ashland, Ohio

C. L. Steve Polaski, Sundstrand Aviation, Rockford, Ill.

Ron Hurst, Control Data Corp., Minneapolis, Minn.

William West, Pharr Yarns, McAdenville, N.C.
Don Porter, Amateur Softball Association, Oklahoma City, Okla.

Billiards & Bowling

Chairman—Edward Mitchell, U. S. Steel Gary Works, Gary, Ind.

PANEL:

Ed Meith, Eli Lilly Co., Indianapolis, Ind.

Miles Carter, McLean Trucking Co., Winston Salem, N. C.

Mike Brecka, Minneapolis-Moline, Inc., Hopkins, Minn.

Resource—Bud Hobbs, American Bowling Computer Serv., Crawfordsville, Ind.

Golf

Chairman—Richard Wilsman, S. C. Johnson & Son, Inc., Racine, Wis.

PANEL:

Fred Buchenroth, Dayton Power & Light Co., Dayton, Ohio

Fritz Merrell, Olin Mathieson Chem. Corp., Pisgah Forest, N.C.

Resource—William Pack, National Golf Foundation, Chicago, Ill.

Special Clubs

Chairman—A. Murray Dick, DOFASCO, Hamilton, Ont., Can.

PANEL:

Hockey—(Unannounced)

Flying—K. J. Thorsteinson, Cessna Aircraft Co., Wichita, Kan.

Skiing—Robert J. Benn, Grumman Aircraft Eng. Corp., Bethpage, N.Y.

Skin Diving—George Schmiedel, General Dynamics/Convair, San Diego, Calif.

Tennis—Earl Buchholz, Sr., and Andy Anderson, Buchholz Racquet Club

Bridge

Chairman—R. Fred Canaday, General Motors Corp., Detroit, Mich.

PANEL:

Dr. Brooks Sharp, McDonnell Douglas Corp., St. Louis, Mo.

John Gray, Prudential Insurance Co., Newark, N.J.

Ted Scandurra, Equitable Life Assurance Soc., New York, N.Y.

Bob Hamilton, McDonnell Douglas Corp., St. Louis, Mo.

Women's Program

Lillian Lockenvitz, State Farm Mut. Auto. Ins. Co., Bloomington, Ill.

Martha Daniell, Nationwide Ins. Co., Columbus, Ohio

INDUSTRY-MILITARY-MUNICIPALITY

Regency Room

PANEL:

John Tutko, USAF, Washington, D. C.

Al Bianco, Wright Patterson AFB, Dayton, Ohio

Comdr. B. C. Tyson, U. S. Navy, Washington, D. C.

Capt. M. D. Wyly, U. S. Marine Corps., Washington, D. C.

Walter H. Cuenin, Col. U. S. Marine Corp., Washington, D. C.

E. M. Waller, U. S. Navy, Washington, D. C.

3:30 P.M.-4:00 P.M.—EXHIBITS Exhibit Hall

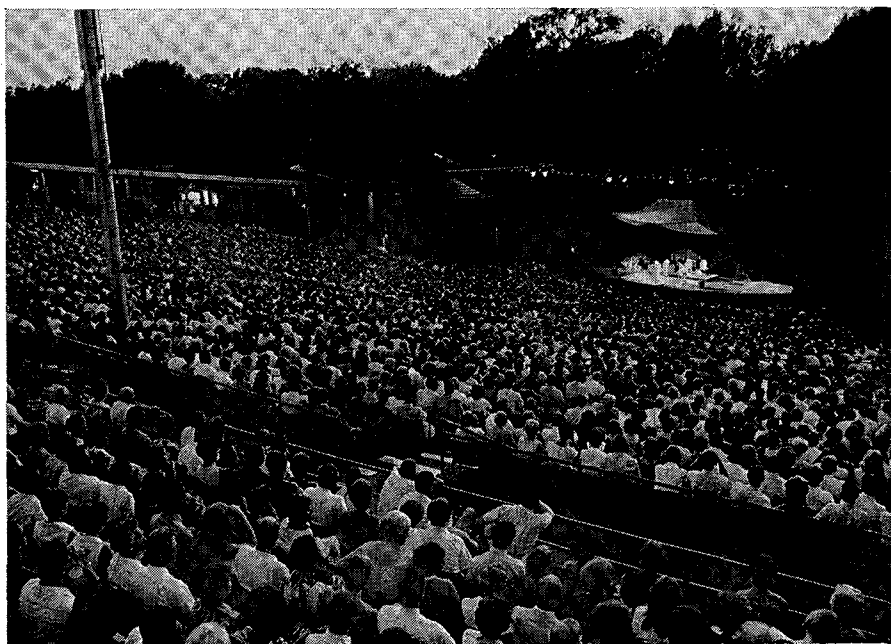
4:00 P.M.—Buses Leave for OLIN (Westerner Club Tour) East Alton, Ill.

(Skeet-Trap-Retrievers Demonstrations)

Buffet

Chairman—Ted Savastano, OLIN, East Alton, Ill.

8:00 P.M.—Return to Chase Park Plaza



An evening at the renowned outdoor Municipal Opera to enjoy Rodgers and Hammerstein's musical, "State Fair," is one of the social activities planned for Conference-goers and their wives.



When the St. Louis' Municipal Opera opens its 1969 season with the production of the world's stage premiere of "State Fair," Ozzie and Harriet Nelson will be the stars appearing in the leading roles.

MONDAY — JUNE 9

8:00 A.M.-3:00 P.M.—REGISTRATION

Chase Lounge

8:30 A.M.-Noon—EXHIBITS

Exhibit Hall

9:00 A.M.-11:00 A.M.—Annual Meeting & Election (200)

Chase Club

Chairman—Ken Kellough, North American Rockwell Corp., El Segundo, Calif.

11:00 A.M.-Noon—EXHIBIT HALL JAMBOREE

Exhibit Hall

Noon—NIRA AWARDS LUNCHEON

Starlite Roof

Chairman—A. Murray Dick, President NIRA, DOFASCO, Hamilton, Ont., Can.

Speaker—George Carson, outdoor writer, St. Louis Globe Democrat

3:00 P.M.—Buses Leave for tour of Historic Old St. Louis Old Court House, Spanish Pavilion, Busch Stadium, Arch, Riverfront (River Boat), Dinner Grant's Farm (Home of Anheuser Busch)

8:30 P.M.—Buses Return to Chase

TUESDAY — JUNE 10

8:00 A.M.-Noon—Delegates Check Out

8:30 A.M.—Board Meeting Continental Breakfast
Empire Room

GOODBY ST. LOUIS—"HELLO DENVER" MAY 23-26, 1970

Conference Exhibitors

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King Louie Int'l
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Golf-O-Mat Co.
Miracle Equipment Co.
North American Recreation
Convertibles

Playground Corp. of America
Premier Products
Physical Fitness, Inc.
Quinton Instruments Co.

SERVICE ORGANIZATIONS

Amateur Softball Assn.
American Bowling Congress
Athletic Institute
Boy Scouts of America
Nat'l Association Retirees
National Industrial Recreation Assn.
National Rifle Assn.
New York Convention & Visitors Bureau
U. S. Table Tennis Assn.

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Four Seasons Lodge
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Continued on page 21



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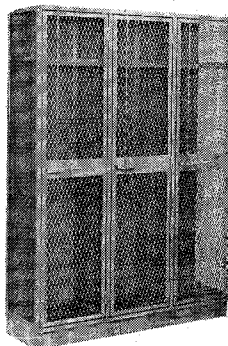
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continued from page 17

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Simmons Group Journeys, Inc.
Trans World Airlines
Travel Management
Traveler House Ltd.
Travelpower
World Airways

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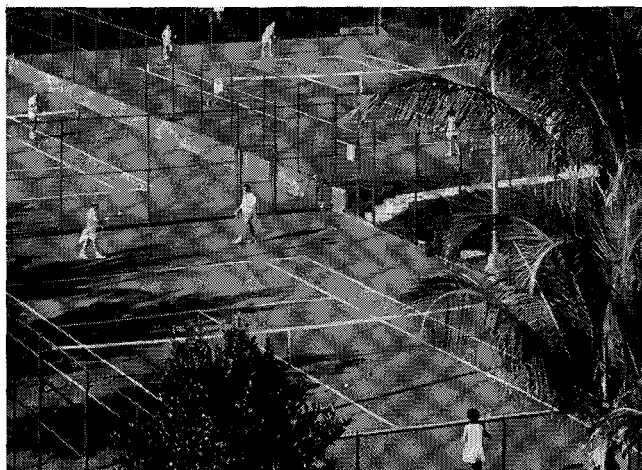
MISCELLANEOUS

Computer Research
Creative Management
Flags for America
Harrison Associates
Ice Capades
Wm. Schwartz Associates
Van Tright of Holland

A complete Directory of Exhibitors, listing firm name, address, booth number, and essential information about products will be printed in the Official Conference Program.

It Isn't Easy To apologize
To begin over
To take advice
To admit error
To face a sneer
To be charitable
To keep on trying
To be considerate
To avoid mistakes
To endure success
To profit by mistakes
To forgive and forget
To think and then act
To keep out of a rut
To make the best of little
To subdue an unruly temper
To shoulder a deserved blame
To recognize the silver lining
. . . . But It Always Pays!
(from: Policy Setters)

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NIRA NEWSLETTER

NIRA to Sponsor 1970 Home Garden Beautification Program

The NIRA Board of Directors approved a Home Garden Beautification Program for employees of all member firms for 1970.

Co-sponsors for the program, which features four 15-day expense-paid tours to Holland, are Bulbhome, Netherlands Tourist Bureau and Bouwes Hotels of Zandvoort.

Company entry forms will be available in the co-sponsor's booth at the St. Louis Conference and will be mailed to all members this summer.

Interested employees will be encouraged to plant flower bulbs in their home gardens this Fall and then to take a colored photo of the garden in the Spring of 1970. The photo and a one page write-up about the garden will be the basis of entry.

Each company winner will receive a reproduction of Rembrandt's famous "Night Watch" painting. Also, each company chairman who sends in an entry will receive a tulip-hyacinth and daffodil flowerbulb package.

The four grand prize winners, as selected by a panel of two famous Dutch authorities and a well known American official, will fly KLM to Holland and headquarter at the luxury Bouwes Hotels on the North Sea during their two week cultural tour of Holland.

AROUND THE CIRCUIT

The 55-year old Boat Club of The Detroit Edison Co. kicked off the 1969 season with its annual Commodore's Reception at the club's facilities on the Detroit River.

The Edison Boat Club offers Novice Instruction classes to employees who want to learn to sail the club-owned boats. Trained members of the Club have fast, agile sailboats available to them for racing or pleasure sailing.

Digging deadly rattlesnakes out of their lair might not be considered recreation by most, but a group of Grumman Aircraft Engineering Corp. employees spent a weekend doing just that. It was the annual Snake Round-up at Whigham, Ga., in which hundreds of the poisonous reptiles were rounded up.

What do they do with the snakes? The skins make good leather goods—belts, moccasins, watch bands; the venom is used for snakebite antidote; and the meat . . . well, if you haven't had some marinated in burgundy and sauteed in butter, don't knock it.

The Goodyear Tire & Rubber Company's AAU basketball team began a South American tour on April 14, two weeks after competing in the National AAU tournament in Macon, Ga. It will be the third international basketball goodwill trip for the team. It played in Finland and Italy

in 1967 and in Mexico last year.

Basketball federations of Brazil and Venezuela are sponsoring the Good-year's team tour. Ten games are scheduled to be played in Brazil and two in Venezuela—all against top-rated sports clubs and organizations.

Avco Lycoming, Stratford, Conn., has a new recreation activity for its female employees—a girls' pistol club.

The new group, organized late last October, was started with nine girls—all novices in the sport of target shooting, and all but one of whom had never held a gun, let alone shot one.

Today, after seven months of regular weekly practice sessions and expert instruction, the entire group is averaging 60 "hits" in 100 shots. And one member recently shot a 207 out of a possible 300, in triple target relay shooting (slow fire, time fire and rapid fire).

The club meets every Wednesday morning and conducts regular practice sessions on an indoor range, using .22 caliber target pistols on loan from its various advisors. It is affiliated with the National Rifle Association (NRA) and all members must individually apply for and be granted a gun permit, in order to be eligible.

The club's president, Mrs. Dolores Shaffer, reports that the group is seeking matches with other women's pistol teams in New England. Mrs. Shaffer also noted that the club will soon conduct an in-plant candy sale, to raise funds for team jackets.

Healthful fun for every age group!

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Quebec Province, birthplace of the snowmobile, boasts the largest number of snowmobile clubs (90) in Canada and the largest network of trails . . . 2,000 miles in all.

According to a recent survey conducted by "Ski Area Management" magazine, the greatest increase in the number of ski areas over the past 10 years occurred between 1962 and 1965.

NIRA President Kellough Completes Term

Kenneth L. Kellough, 60, CIRA, recreation and welfare administrator, North American Rockwell Corp., Los Angeles, Calif., will cap twenty-eight years of service to his fellow employees and industrial recreators at St. Louis, June 9, when he completes his term as NIRA's 24th National President.

On June 18, 1968, in Detroit, Mich., Kellough accepted the presidency of the National Industrial Recreation Association from Patrick Feely, of the Falk Corp., Milwaukee, Wis.

The likeable graduate of the University of Nebraska, (A.B. & M.S.) and ex-coach and principal (1929-41), demonstrated his organizational abilities by immediately establishing National Committees headed by Board members. In addition to handling the Board Meeting and over-seeing the committee programs, Kellough represented NIRA at the National Recreation and Parks Congress in Seattle. He also presided over the successful NIRA Western Conference in Oakland, Calif., and delivered the keynote address at the Phoenix IRC Meeting.



Kenneth Kellough
NIRA's 24th president

Kellough is a Charter Member of NIRA (1942) and has served four terms on NIRA's Board of Directors.

After taking on his North American job in 1941, Ken was instrumental, along with Frank Davis and Floyd Eastwood, in pioneering the California (now Western) Industrial Recreation Conferences and Exhibits.

Ken and his lovely wife, Beth, are already planning several fishing trips following his retirement in 1972.

A grateful NIRA membership says, "Well done, Ken, and many thanks!"



Ken Kellough is pictured here with NIRA's past president Patrick Feely (left) and president-elect A. Murray Dick (right).

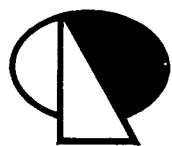


NIRA president-elect, A. Murray Dick (right) presents 50th Anniversary plaque to the Oakland Industrial Recreation Association's president, Dixie Hunt, Shell Development Co. NIRA president Ken Kellough (left) and Warren Steele, supervisor of recreation of Oakland Recreation Dept., join in the presentation, which took place at the NIRA Western Conference.

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"Seated at This Head Table . . ."

Association officers and directors too often are the unsung heroes of organizations, giving beyond the call of duty and getting little in return beside the satisfaction of doing their bit for the organization that elects them. When they occupy the limelight, it usually is to form a backdrop for the association itself and its honored guests. They take a bow when presented at the head table, then sit back and wish they could be down there dining with their rank-and-file friends instead. But all year 'round they bear responsibilities that members who have never been directors—or officers—find hard to appreciate.

The board of directors is a governing body, with all that such delegation entails. Its members are elected representatives, who must place their constituents' welfare before their own. They are trustees of the association's assets, with the burden of deciding how much to spend and how to spend it—and, periodically, the greater burden of deciding *not* to

spend for projects that have popular appeal but, which for one reason or another, cannot be undertaken.

Being an association officer or director is an ennobling experience, because it gives a man or woman the whole perspective that governing an association requires. It seasons the sweets of authority with the bitters of subordination in the give-and-take of group decision-making. It is a term-long course in tact and diplomacy, in patience and mutual consideration, and in pulling together for the common good.

Board members are the "fall-guys" who undertake all kinds of tasks. Statistics show they are more appointment-prone than other members; they are visible, convenient — and dependable. When work must be done in a hurry, only a director — like Ben Franklin's "busy man" — can find the time to do it.

Let's give the unsung heroes a big hand. You can show them their contributions are appreciated by participating in association activities.

(from: *Placement Age*, Aug. 1968)

NIRA Board of Directors — 1968-69

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Faultless Rubber Company

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Charles J. Placek
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Continued on next page

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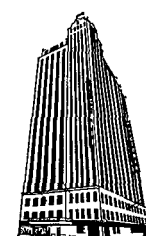
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Director of Recreation
General Motors Corporation
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(Sr.)

(Sr.)

(Jr.)

(Jr.)

(Sr.)

(Sr.)

(Jr.)

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William L. West, Jr.
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McAdenville, No. Car.

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Kohler, Wis.

Dick Wilsman (CIRA)
Recreation Manager
S. C. Johnson & Son, Inc.
Racine, Wis.

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McDonnell-Douglas Corp.
St. Louis, Mo.

L. L. Jarl
General Dynamics
Fort Worth, Texas

(Jr.) Region VII—Directors:

C. Stanley Locke (CIRA)
Jet Propulsion Laboratory
Pasadena, Calif.

George L. Schmiedel
General Dynamics/Convair
San Diego, Calif.

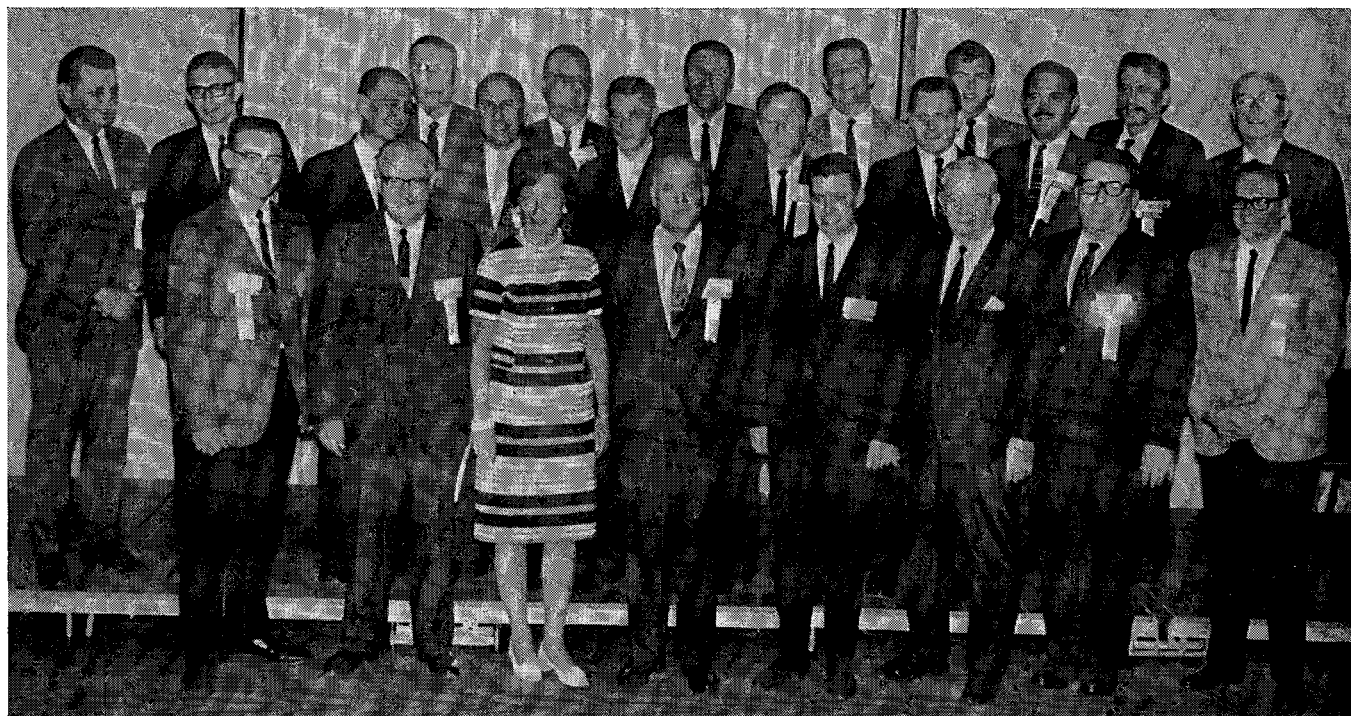
Charles J. Placek
Recreation Director
Motorola, Inc.
Scottsdale, Ariz.

(Jr.) Region VIII—Directors:

G. LaGrave (CIRA)
Canadair Limited
Montreal, Que., Canada

J. W. Lannan (CIRA)
Manufacturers Life Ins. Co.
Toronto, Ont., Canada

It costs the city of New York \$72.87 to process each application for a pistol permit, according to an independent survey prepared for the National Commission on the Causes and Prevention of Violence.



NIRA's Board of Directors for 1968-69 as they appeared at the Detroit Conference just after their election. (Lower row, from the left) Pat Feely, Falk Corp.; Art Conrad, Flick-Reedy Corp.; Mary Kennelly, AT&T; President Ken Kellough, North American Rockwell; Joe Lannan, Manufacturers Life; Ed Mitchell, U. S. Steel; Bert Granville, McDonnell Douglas; Chuck Placek, Motorola.

(Upper row) Art Brauer, Raybestos-Manhattan; Frank Barnes, Xerox; Ted Scandurra, Equitable Life; Fred Canaday, General Motors; John Gentile, TRW Inc.; A. B. Cunningham, Groves Thread; Dale Shaffer, Delco-Remy; Bob Bauer, Armco Steel; Bill West, Pharr Yarns; Dick Wilsman, S. C. Johnson & Son; Bob Eppley, Cummins Engine; Dick Larsen, Kohler; George Schmiedel, General Dynamics/Convair; Stan Locke, Jet Propulsion Lab; President-Elect Murray Dick, Dominion Foundries & Steel.

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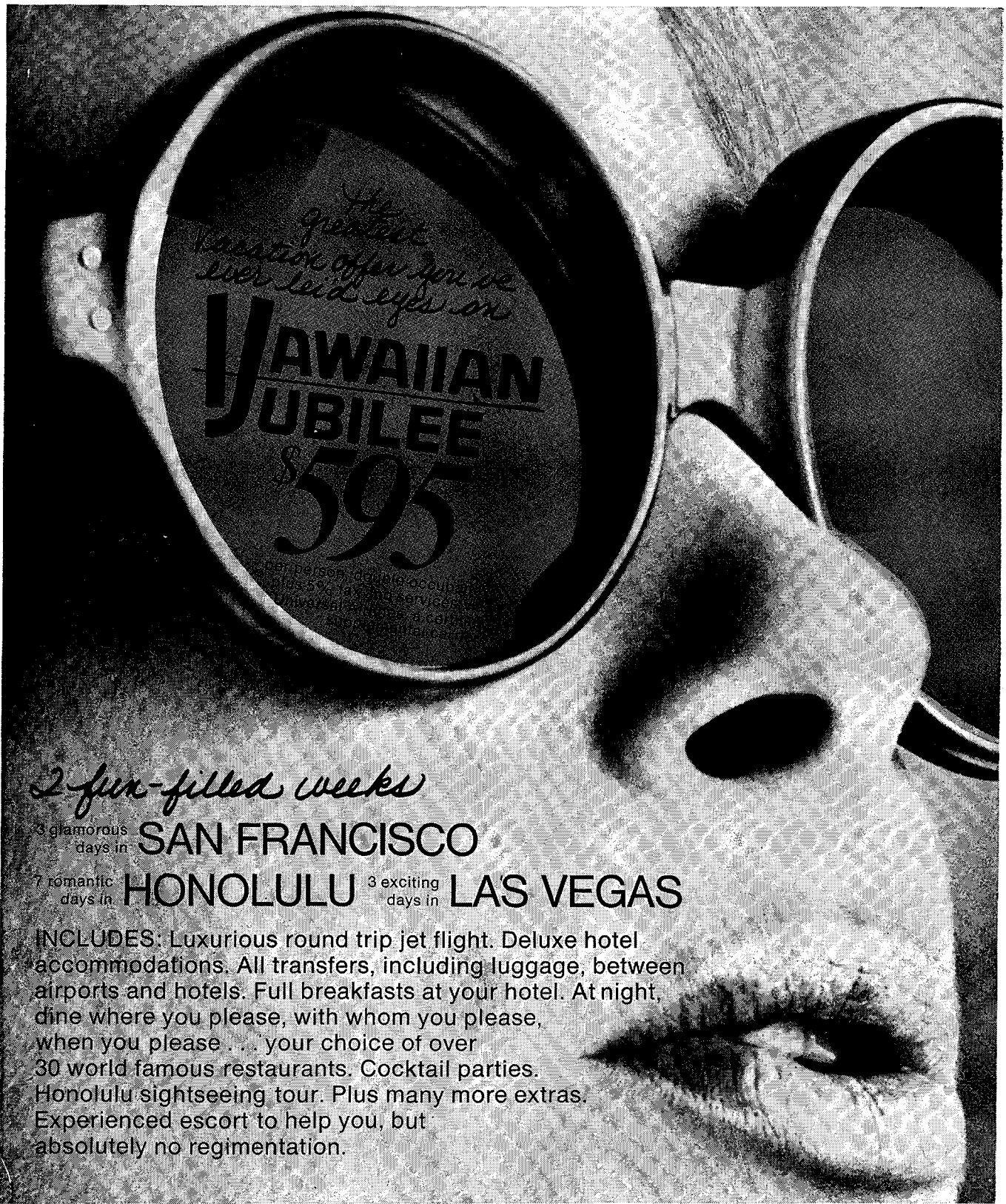
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69

NEWS ROUNDUP

FROM THE WORLD OF RECREATION

... EVENTS

THE FIRST COLLEGE WORLD SERIES for women's softball teams will be held in Fremont and Omaha, Neb., May 29 through June 1. Play will be fast pitch.

This will be considered a closed tournament, as teams must represent their college or university and carry its name. Players must be full-time students and are required to meet their school's eligibility rules.

A NATIONAL YOUTH SPORTS PROGRAM will be held this summer through the combined efforts of universities and colleges, the NCAA, and the Federal Government. The Government will fund operating costs, estimated to run from \$4 to \$6 million. The institutions will provide administration, facilities and personnel. And the NCAA will supervise the individual programs to see that they conform to government requirements.

The program is expected to involve 50 to 100 colleges and universities in 30 metropolitan communities. At least 200 youngsters between the ages of 12 and 18 are expected to enroll in each institution, with 80% of them coming from big city, low income areas.

Plans call for the program to run six weeks, four days a week, with two hours of sports activity each day.

AN INSTITUTE FOR STUDIES OF LEISURE has been established at the University of South Florida with Dr. Max Kaplan as its director. It will include an international advisory board and embrace research, teaching and service.

"There is an urgent need for this Institute to bring systematic study to such enormous problems as the meaning of technology in our lives, studies of what Americans and others are really doing with their increased affluence and time, and developing of adequate alternatives for many tastes in the use of time," Dr. Kaplan said.

"The institute is interested in all age groups. We will be dealing with both current and emerging issues, philoso-

phies and policies," he continued.

Among the first major projects of the new Institute was a conference at the University of South Florida, May 1-3, on the theme "Technology, Human Values and Leisure."

THE FIFTH ANNUAL World's Championship Landlocked Striped Bass Fishing Derby got underway two weeks earlier this season, beginning on April 28. It will close June 22. The derby opening had been moved up to coincide with some of the best fishing at Santee-Cooper Reservoir (Lakes Marion and Moultrie), Santee, South Carolina.

The reservoir contains the only significant landlocked striped bass-reproducing population in the world. This is one of "America's ten best fishing spots" and the place where at least two world record catches have been made. In 1957 a five-pound crappie was registered and in 1952 a 58-pound channel catfish was pulled in.

Weekly and grand prizes are awarded in each of the four categories and specimens are mounted free. Last year, the average weight of striped bass entered in the Striped Bass Derby was 17 pounds.

... EQUIPMENT and PRODUCTS

CROSS-LATERAL CREEPING, according to Frank Flick, president of Flick-Reedy Corp., Bensenville, Ill., is nature's own way for developing muscles, coordination and the neurological system. Flick has developed a device, called the "Exer-Cor Exercizer," which permits lateral creeping, as well as in-place jogging, walking and other exercises.

To gauge the effectiveness of its exercising machine, the company has set up an advisory council of top business, professional, educational and association leaders. Ed Mitchell, recreation supervisor of U.S. Steel's Gary works, and a member of the advisory committee, claims that the Exer-Cor is

a remarkable health machine, with unlimited benefits. "It tones up the body, permits weight control and develops muscle coordination," he said.



The Exer-Cor Exercizer is a compact, lightweight machine with a low platform or board containing movable hand and knee platforms; these are connected in such a manner that cross lateral creeping can be performed.

... FILMS

"A BRIGHT PROMISE," a 9½-minute color film showing Lockheed's youth Sports Clinic—a program coordinated with San Jose State College and the President's Council on Physical Fitness and Sports—is now available for viewing. It may be procured on loan by writing to: Lockheed Employees Recreation Association, Bldg. 160, P.O. Box 504, Sunnyvale, Calif. 94088.

A 14-MINUTE COLOR and sound motion film, "A Pool's Paradise," shows the physical fitness and family togetherness benefits that go with a backyard pool. In one segment of the film, the action flips back and forth between a race among backyard beginners and the Olympic competitors in Mexico City last year. The sequence is intended to dramatize and symbolize the relationship between swimming pools and Olympic success.

George F. Haines, coach of the men's swimming team during the 1968 Olympics, is the narrator. The National Swimming Pool Institute,



When it comes to good habits, are they ever too young?

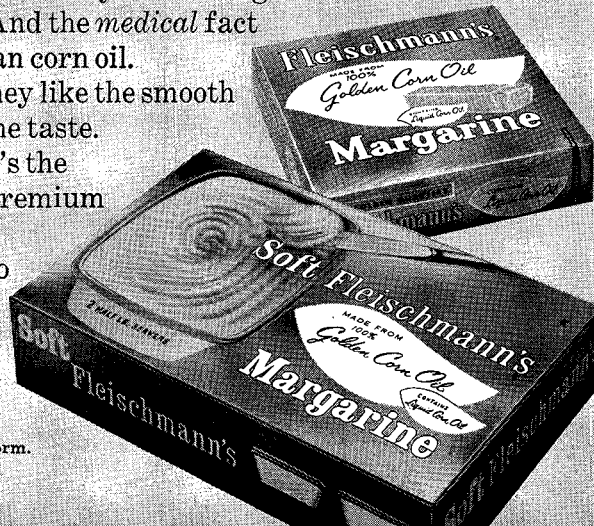


Same goes for eating as for exercise. And one good habit to get into early is Soft Fleischmann's® Margarine. Fleischmann's is the premium margarine doctors name more than any other margarine in America. It's made from 100% corn oil. And the *medical* fact is that no vegetable oil is better for you than corn oil.

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sponsor of the film, has copies available for viewing by groups. NSPI's address is: 2000 K Street, N.W., Washington, D.C. 20006.

... PERSONALITIES

IN RECOGNITION of his outstanding service in the field of health, physical education and recreation, Frank B. Jones, president of The Athletic Institute, Chicago, Ill., was named as recipient of the 1969 Services Award. The presentation was made at the annual State Conference of the California Association for Health, Physical Education and Recreation in Sacramento, Calif.

HAYES JENKINS, world-famous figure skating champion, was initiated into the Colorado State Sports Hall of Fame in ceremonies held in Denver, Colo. His name was added to an elite group of Colorado athletes, which includes prize-fighter Jack Dempsey, All-American football player Whizzer White and skier Buddy Werner.

In 1956 Jenkins won a gold medal in men's figure skating at the Winter Olympic games in Cortina, Italy. He also held the U.S. and world figure skating titles from 1953 to 1956.

Jenkins is a law department attorney for the Goodyear Tire & Rubber Company, Akron, Ohio.

THE EDITOR of "Sporting Goods Dealer," Hugo G. Autz, passed away in March. Autz was a member of the Baseball Writers' Association, the Football Writers' Association, and many other organizations in the sports, advertising and newspaper fields. He played a major role in conversion of "The Sporting News" from a baseball weekly to its present status as a publication emphasizing all sports in season.

TO DRAMATIZE the need to keep fit and to arouse public interest in the national health program, Bob Richards, former U.S. and Olympic champion, will jog and cycle coast-to-coast. The "Bob Richards Fitness Crusade," as it will be called, will start from Los Angeles on June 1st. The 43-year

old athlete will cross through deserts, over mountains and along secondary roads—some 3,300 miles—before reaching his destination, New York City, in early August.

... TRAVEL

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Continued on page 33

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LAS VEGAS FLING (3 NIGHTS)—Here's a great fun package in the world's most famous entertainment city. Stay at a famous *Strip* resort hotel, be welcomed with a gala cocktail party, and thrill to an electrifying dinner show in the hotel. Price includes round-trip Jet fare from Chicago—\$179 plus tax.

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News Roundup

Auto Tape Tours, Inc., of New York City, producer of these tapes, believes that the tours (done in co-operation with the Park Service) have a definite advantage over other types of outdoor lectures. In the first place, there's no need to strain your ears to hear your portable expert. He comes in strong and clear at the flick of the finger. Another plus is inherent in the tape itself. Every tour is crammed with details about the park—history of the region, names of prominent mountain peaks, descriptions and sounds of wildlife, and recommendations about places to stop and things to do. The tapes also contain a fair amount of interesting folklore.

Inaugurated first at Rocky Mountain National Park and soon after at Great Smoky, this year Auto Tape Tours will be offered at Glacier National Park, as well as Canada's Banff and Jasper, starting May 1st. The rental recorders are available close to each park's entrance.

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RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

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Box 196—RECREATION MANAGEMENT.

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MISCELLANEOUS

GROUP-CHARTER FLIGHT HANDBOOK—New Guide details: Air fares; charter rates-regulations; Europe, Caribbean, World-wide; how organizers can earn free seats; airline classifications; inexpensive European charter tours. Names 1,100 typical organizations. Free details.

Travel Information Bureau, 16a Bristol, Kings Park, N.Y. 11754.

CHAMPION TENNIS BALLS—\$3.75 doz., American made. New golf balls, \$3.75 doz.; rejects, \$1.45 doz. Send for brochure. The American Co., Merrick, L.I., 4, New York 11566.

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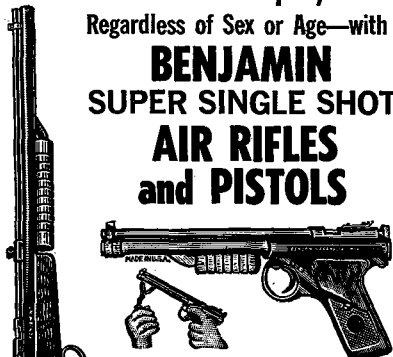
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Varied vacation activities in Rhode Island are described in new, full-color booklet entitled "Welcome to Rhode Island." Separate pages are devoted to the state's five counties, as well as feature sections on boating, beaches, fishing, sports, musical festivals and theatres, historic places, and points of interest. Write to: Color Brochure, Rhode Island Development Council, Roger Williams Bldg., Hayes St., Providence, R.I. 02908.

South Carolina's gardens and historic houses that are open to the public are described in a new, full-color brochure. Information is given on the days and hours the attractions are open and advises whether admission is charged. To assist tourists in planning trips to both gardens and houses in the same vicinity, the brochure divides the state geographically, and has a map included. For a free copy, write to: South Carolina Travel Division, P.O. Box 1358, Columbia, So. Car. 29202.

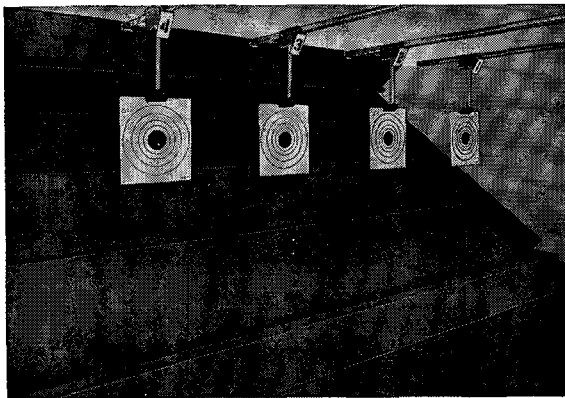
A 56-page report entitled "Recreation in the Nation's Cities: Problems and Approaches" identifies the most pressing recreation needs of cities, discusses various approaches to recreation problems, and presents some of the new and imaginative ideas that are being tested in city recreation programs. It also includes comparative statistical data on recreation funding, capital and operating expenditures, recreation acreage, and staffing. Copies may be obtained from the National League of Cities, Dept. of Urban Studies, 1612 K Street, N. W. Washington, D. C. 20006, or from the Bureau of Outdoor Recreation, Dept. of the Interior, Washington, D. C. 20240.

"Developing Youth Opportunity Programs" is a booklet that summarizes the need for summer youth programs and how to get started in community youth programming; it gives program examples as well. The booklet is available by writing to: President's Council on Youth Opportunity, Washington, D.C. 20006.

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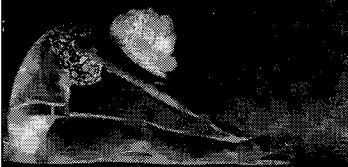
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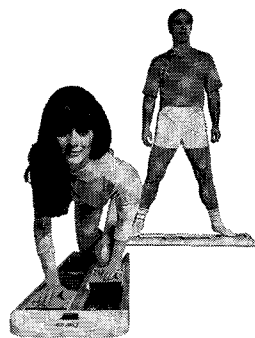
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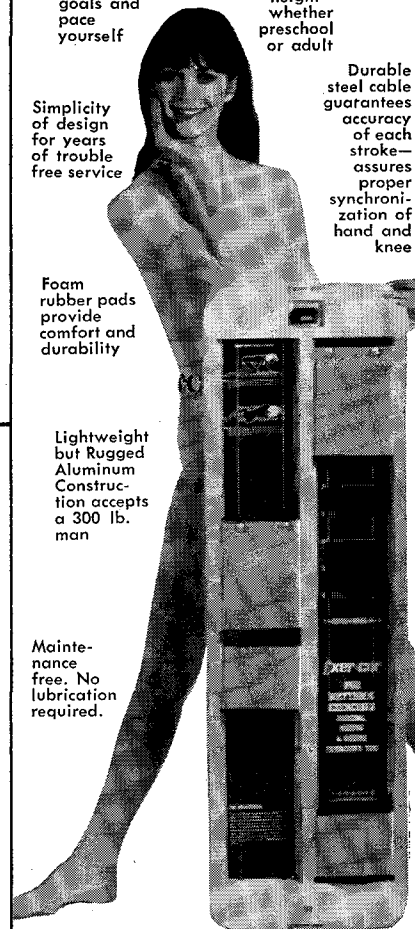
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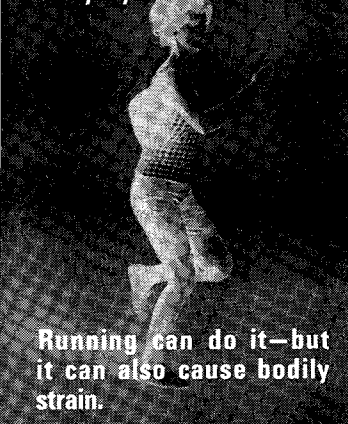
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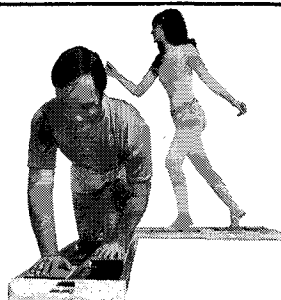


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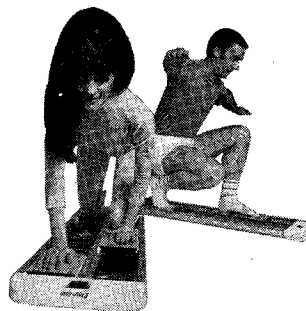
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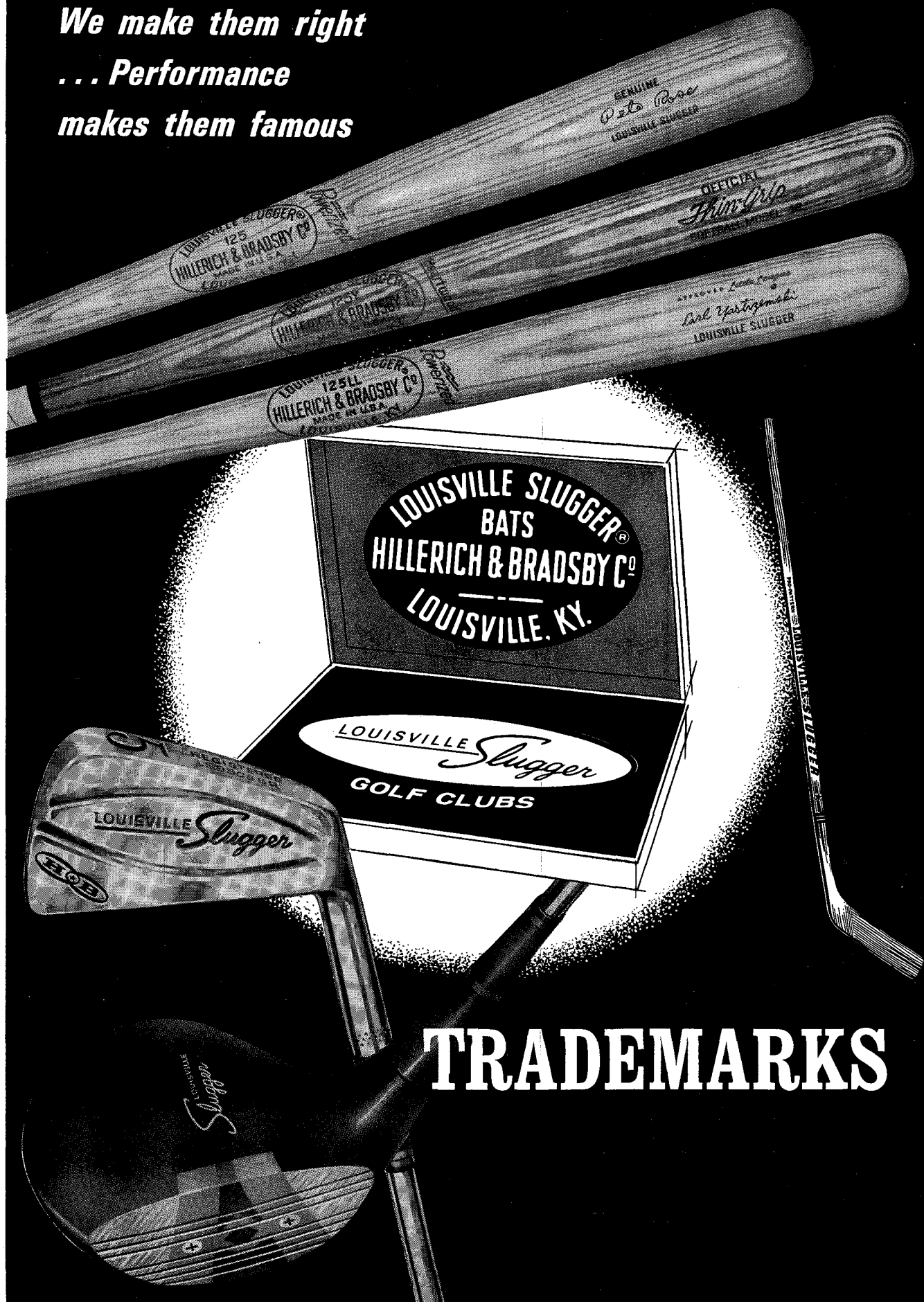
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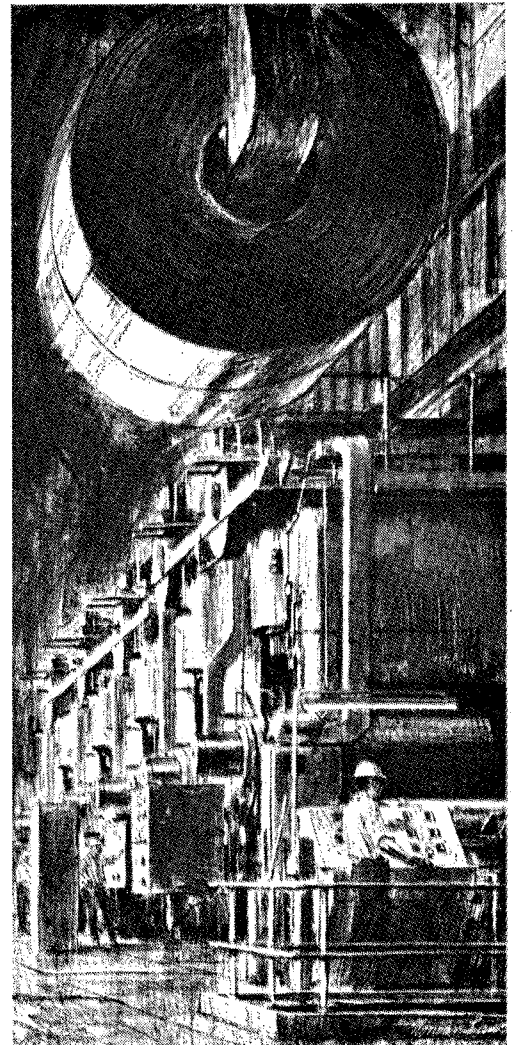
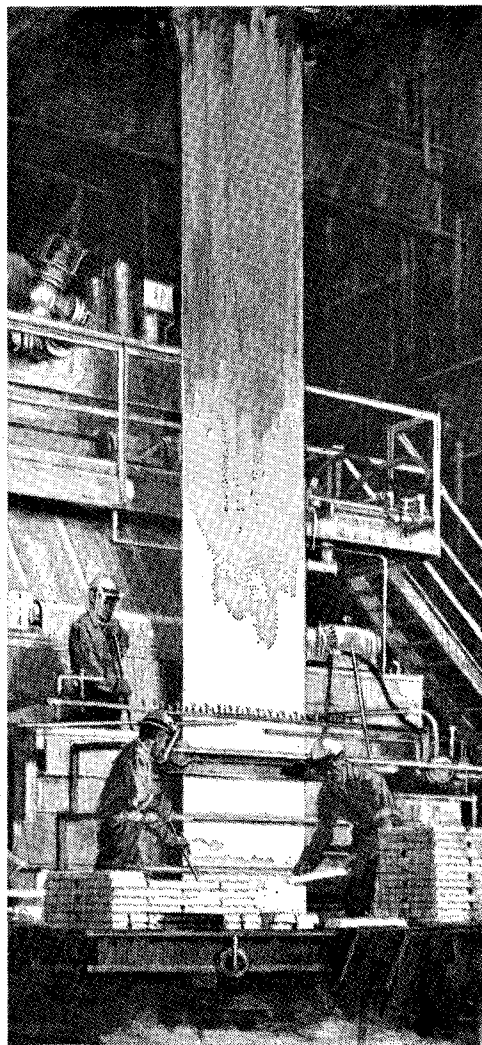
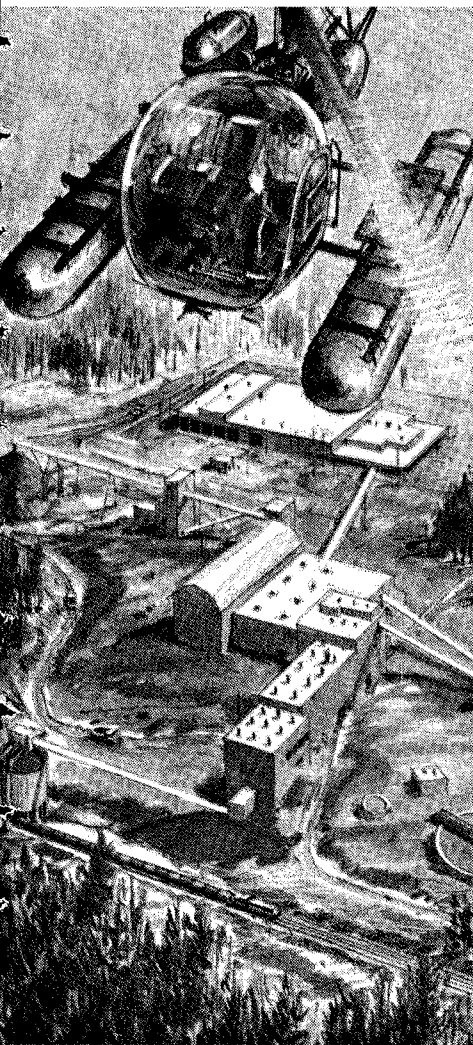
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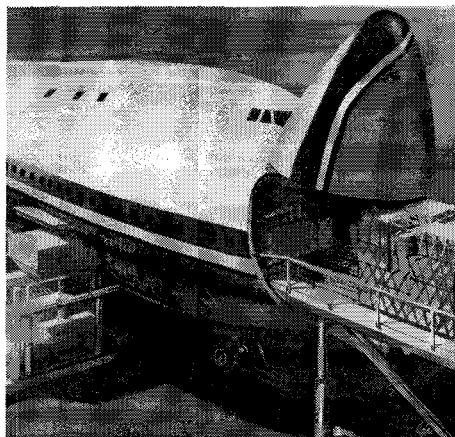
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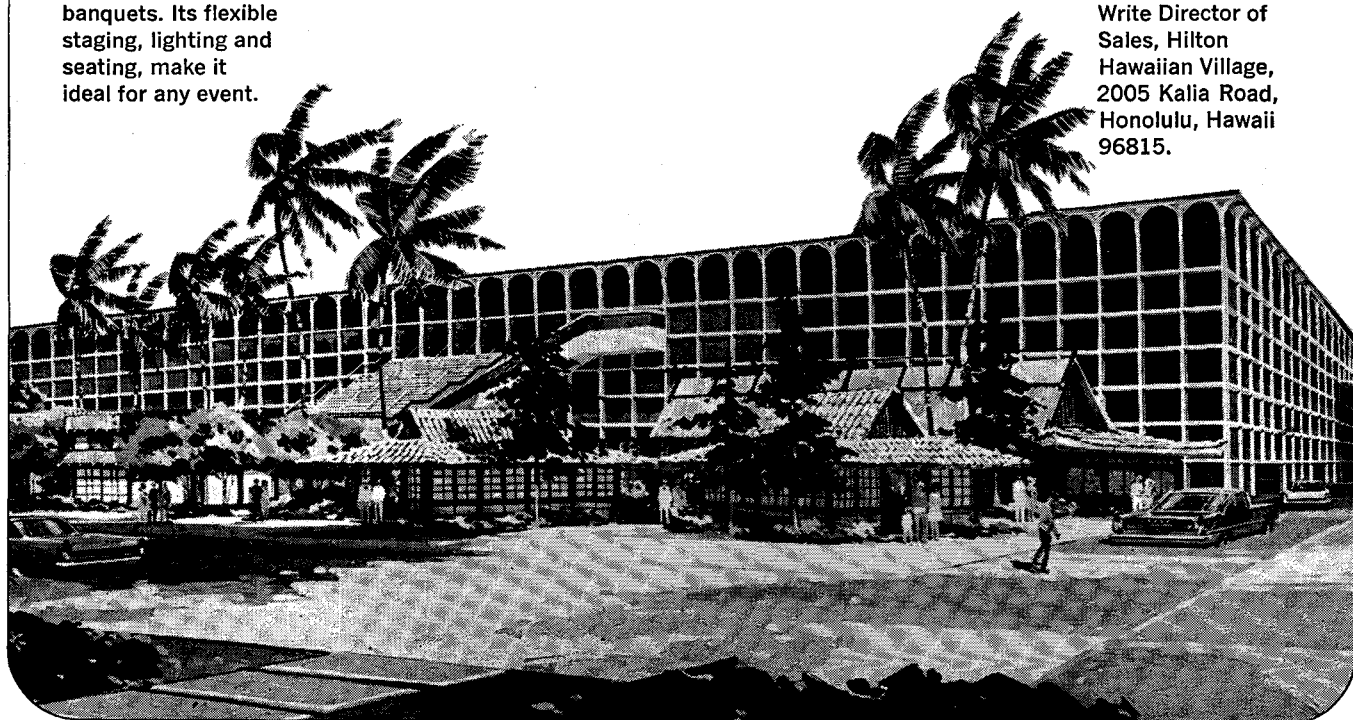
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Children's Field Day Spells Six Hours of Fun

by Charles Hamilton
and John Amiro

ABOUT THE AUTHORS:

Charles Hamilton, a recreation program specialist, is one of the original members of the Kingston Club's professional staff. He joined IBM in 1955 and became affiliated with the IBM Club in 1957.

John Amiro, a member of the Kingston IBM Club's professional staff, joined IBM in 1965. He received a bachelor's degree in Recreation Administration from the Univ. of Massachusetts.

Everyone knows that two plus two equals four. But put together 1,200 children, spice them with a wide variety of food and "goodies" and throw in a host of activities on a warm, sunny day, and you're sure to get fun for all.

This was the setting at the IBM Kingston Recreation Center where children, ranging from infants through 12 year olds, were treated to Children's Field Day. The six-hour function was sponsored by the Kingston IBM Club at the plant's Recreation Center, a 50-acre facility in the Catskill Mountains of New York's Mid-Hudson River Valley.

Early-risers, children and adults alike, were at the entrance gate at 9:00 a.m., awaiting the scheduled 10:00 a.m. starting time. They were among the first to receive the more than 1,700 gaily colored balloons that were distributed throughout the day.

To say that any one event was more popular than the others would be a misstatement. Every attraction was keenly received by the younger set. Attractions included a merry-go-round, kiddie buggy ride and a train ride. There was also a scavenger hunt, kite flying and frisbee tossing contests, with first, second and third place prizes being awarded in these events.

Other favorites of the day were the dunking tank and the fishing tank. The two volunteers manning the dunking tank estimated that dur-

ing the six-hour event "kiddie marksmanship" was responsible for dumping them into the pool of water more than 300 times — that's a bath about every minute and ten seconds! The volunteers noted that when it came to hitting the small target which plummeted them into the two-foot deep pool, the girls were better than the boys. Alarming, but nevertheless true.

Anglers were also in abundance at the field day. In the 14 by 90 ft. tank set up for the occasion, the young fishermen were allowed to fish for ten minutes at a time. More than 900 trout were "hooked" during the day. They were numbered, bagged and then placed in a refrigerator near the fish tank. The fishermen could then pickup their catch at the end of the day. Special prizes were awarded to those who were lucky enough to catch trout that had been "tagged" earlier in the morning.

But what is a children's day without music? The Kingston IBM Club thought of that too. Appearing throughout the day on the bandstand were a country and western singer and an authentic four-piece circus band. There was also a circus clown who circulated amongst the children, entertaining them and handing out candy and trinkets.

As for the "knife and fork league," no one went hungry. Although the lunch-line at the Recreation Center was open for only four hours, the volume of food consumed provided some interesting statistics. Here is the breakdown: 1,500 hot dogs; 1,850 hamburgers; 50 pounds of popcorn; 2,000 bags of potato chips; 1,500 ice cream bars; 200 pounds of peanuts; and 7,800 cups of soft drink.

All in all, this field day was an outstanding success. Many long hours, indeed months, of planning by the Kingston IBM Club Board of Directors assured that there could be no other result. The Club did an excellent job in their selection of attractions. Then there were the more than 100 volunteers who gave their time to assisting at the various booths, helping children on and off rides, and coordinating the games and contests.

The prime benefactors of this effort and planning were the children who were there — or was it the parents? ■



"Jo-Jo" the clown proved to be a favorite with the youngsters at IBM Kingston Club's field day for children. For many of the children, it was the first time they had ever seen a real circus clown. "Jo-Jo" spent the day making the rounds of the many attractions and passing out candy and trinkets.

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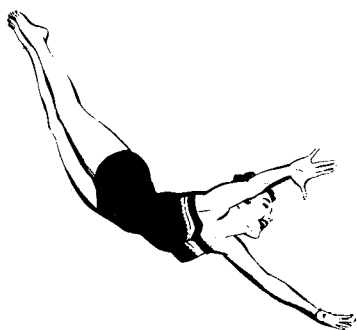
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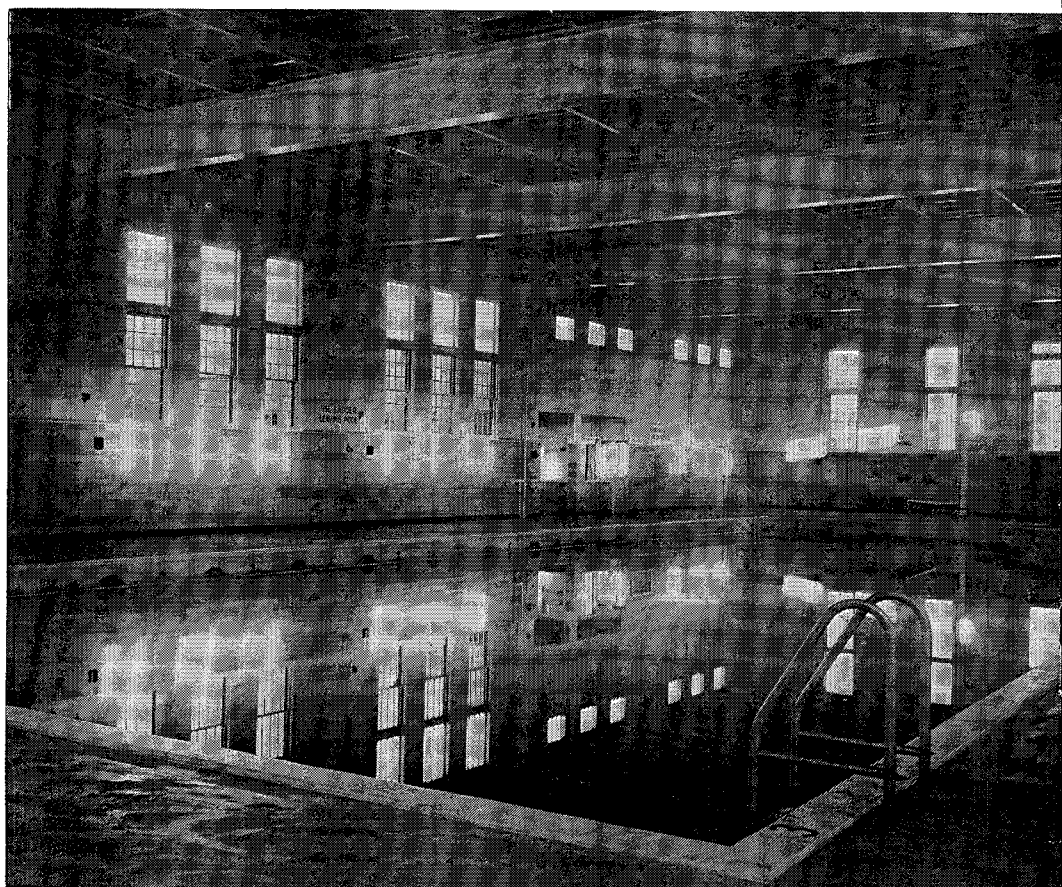
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One Stroke At A Time!

by George Sabine,
Recreation Supervisor,
Brookhaven National Laboratory
Upton, L.I., New York

The decorative and functional improvements in Brookhaven's swimming pool environment is strikingly evident in the "before" and "after" comparison of these photos.



How a long-range pool improvement program paid-off for employees at Brookhaven National Laboratory

A modern, newly constructed recreational facility never fails to gladden the heart of any recreation director, but special satisfaction comes from the gradual improvement of an older, none too modern complex.

We've had plenty of that at Brookhaven in the last twenty-one years — as we inherited the land and buildings used by the U.S. Army to operate Camp Upton. If you are familiar with WW II army installations, you'll understand why we had nowhere to go but up. However, we must credit Uncle Sam with starting us off with an efficient steam plant, a sturdy building with a 40 ft. x 100 ft. pool, and a near-perfect location on the laboratory grounds.

LONG-RANGE PLAN FOR POOL IMPROVEMENT

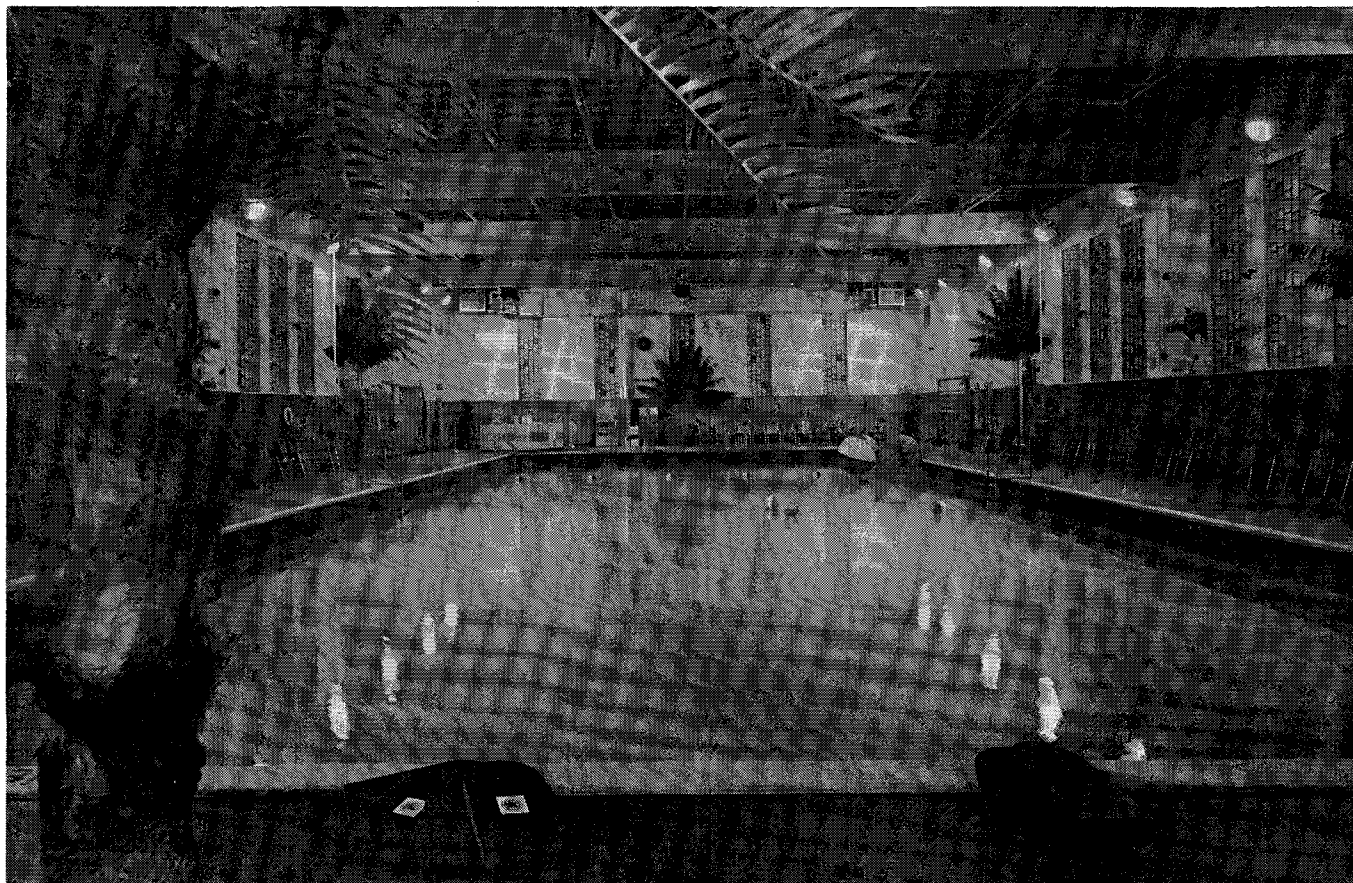
What has happened in twenty years to transform what resembled a tank in a pickle factory to an attractive and modern swimming pool? The long-range plan has been to replace and add durable equipment, to use newer materials, and to produce decorative changes at little cost.

Up until eight years ago, the old, wooden diving boards covered with cocoa-matting were removed and re-varnished each year and the matting replaced. The boards rarely lasted more than a few years, and so aluminum boards with non-skid surfaces were purchased and mounted on

stainless stanchions. Since then, we have had no need for replacement, no maintenance costs, no accidents, and best of all, no complaints from the divers.

The iron ladders and traffic stanchions, which were unbolted annually and sent to our shops for rust removal and repainting, also are gone. They have been replaced by ones made from stainless steel.

At poolside, our early paddlers were surrounded by dismal, institutional gray paint, which peeled and mildewed annually. To brighten our "picture," we have painted the walls and ceiling white and colored the deck surfaces with shades of aquamarine. To add to the decor, and to assist the swimmers visually, we have a two foot wide, dark stripe circling the walls and extending from the overflow downward. At the shallow end we have removed the ladders and have constructed broad, oval concrete steps to permit easy access for the young (and not so young).

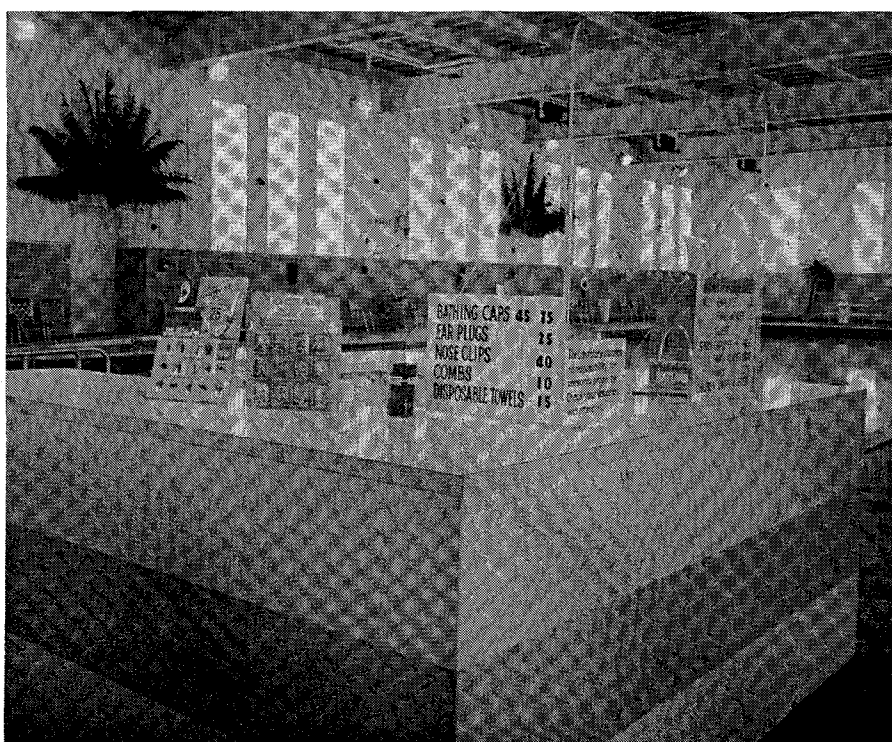


DRAMATIC CHANGES

The changes described so far have contributed considerably to the overall improvement program, but the eye-openers have been the remodeling of twenty-nine 4 ft. x 15 ft. windows and the installation of a mobile station for the attendant and life-guard.

The old windows were a maintenance nightmare. They consisted of 1,400 panes of glass framed in wood. With high condensation, the paint peeled quickly, the frames warped and the heat loss was excessive. They were replaced with transparent, colored plastic panels framed in aluminum, and by comparing the before and after pictures, you can see the vast change and its accompanying functional and decorative improvement.

Many years ago, a sizeable office was built in one corner of our pool-deck. Its purpose was to service admissions, keep records, store and sell



This compact, yet functional, poolside office is mobile. It is a simple matter to roll the whole unit anywhere and go where the action is.

ONE STROKE AT A TIME!

swimming accessories, house the first aid supplies and store equipment. However, it was an eye-sore, and impossible to keep dry, clean, or tidy. With increased usage we found it occupied too much valuable deck space—space that could be used to better advantage. Also, when our special programs took place, it was always situated in the wrong spot.

A few months ago we rectified this situation by designing and constructing a new mobile office, which con-

sists of four detachable units mounted on casters. The two matching side units are each eight feet long and equipped with storage shelves and sliding doors. The four foot front section has built-in ticket dispensers, and cash and checking drawers. Our first aid equipment is housed in the three foot rear segment. Now we can go where the action is! It is a simple matter to roll the whole unit anywhere or to make use of the cabinets in a variety of arrangements.

As funds become available, we continue to make numerous improvements. We have added emergency safety lighting for temporary illumination in the event of a power failure; colorful nylon ropes and plastic buoys to replace the manila-cork combinations; a sound system for background music and announcements; vending machines; ping pong tables; bulletin boards; drinking fountains; de-humidifiers; colorful artificial plants; travel posters; beach balls; flutter boards; fetching rings; diving bricks; fiberglass benches and tables; and aluminum folding chairs.

The planning and work put into improving the pool area have been well worth the effort. Here are just a few of the reasons why:

(a) **The Laboratory benefits—**

Monies that once went for "perpetual care of the pool" can now be redirected to other recreation programs or company needs.

(b) **The employee benefits—**

A modest admission fee is collected to defray the costs of life-guards and incidental equipment. Our employees growing interest and attendance have enabled us to increase the schedule from six to forty hours per week.

VARIED PROGRAM

During the summer months, we feature a swimming program for employees' children. Many of the youngsters are children of scientists who visit the Laboratory from all parts of this and other countries. We offer swimming courses for non-swimmers, beginners, intermediate and advanced swimmers, totalling over four hundred. Weekly special events include watermelon contests, inner tube derbies and penny-fetching festivals. The summer season ends with a gala water carnival which emphasizes fun rather than competition. Every youngster leaves as a winner and with a smile.

During the other seasons, programs are offered to the adults. Junior and senior life-saving courses have been scheduled for many years. Recently, skin and scuba diving courses have expanded the program.

So, from the early days of getting our feet wet, we now find we are up to our neck—and we like it that way!

Employees who play together stay together.

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NEWS ROUNDUP

FROM THE WORLD OF RECREATION

... Travel

A NEW "SCHOLAR SHIP" program, offering college-level study of ports of call, has been initiated this season by Grace Line. Aboard each of the line's two ships sailing to Caribbean ports on 13-day cruises are professors from the Latin American Studies Department of colleges, such as Harvard and Yale. These professors lecture passengers and children separately on the cultural overtones of the port to be visited next.

The program is an effort to give passengers a better idea not only of where they're going, but of where they've been as well.

FOR CAMERA BUFFS, Trans World Airlines and Thru The Lens Tours are offering a series of tours through Europe, Scandinavia, Morocco and the Iberian Peninsula.

The off-the-beaten-path itineraries, planned by photographers to suit the specialized travel interests of photographic hobbyists, include transportation in chartered cars and deluxe motor coaches. Stops are made wherever interesting subject matter is encountered. Special tour leaders are always available for in-the-field photographic instruction and advice.

Every tour is limited in the number of passengers, to assure superior services and individual attention. Various camera tours through Europe are scheduled for the spring and summer seasons. A special Scandinavian tour features an optional extension tour of Iceland. Spain and Portugal are the destinations for a 42-day trip that includes the Isle of Majorca. A tour of Morocco is set to depart October 24.

IN THE 13 WESTERN STATES of the U.S., travel is a multi-billion dollar business and furnishes nearly 900,000 jobs, according to a report from the Western Governors Travel Council to Gov. Daniel J. Evans of Washington, Chairman of the Western Governors Conference.

Based on reports from the 13-western states, the summary indicated that the 13-states allocated \$6,437,000 for promotional efforts, to attract over 100-million travelers who spent

\$5.6 billion dollars. In this initial study, no attempt was made to achieve an analysis of private promotional sources although these figures showed great additional impact in areas such as Hawaii and California.

Indicating future programs to the Western Governors Conference, the report showed a great compatibility in interpretation of the types of attractions appealing to the potential traveler and having the greatest potential for future development. Outdoor recreation was a major field and running a close second was the growing development of man-made attractions.

THE U.S. FOREST SERVICE is teaming up with Sandia Peak Tram this year to provide one of the most exciting—and educational—opportunities for fun in the West. Tourists will take the 2.7-mile ride up the aerial tramway, America's longest, to 10,378 foot high Sandia Peak in New Mexico. At the top, the Forest Service offers a variety of nature walks and talks, ranging from a one-hour trek to see the fascinating flora and fauna, to an 8-1/2 mile hike back down the mountain along unique La Luz trail.

The tram, of course, is the fea-



Tramways are new in this country. The Sandia Peak aerial tramway in New Mexico is America's longest and boasts the world's third largest "clear span."

tured attraction, as the 60-passenger coaches glide over rugged canyons and lush green forest, high over the city and romantic Rio Grande Valley. What the mule-train is to a Grand Canyon tour, the trip down La Luz trail is to the Sandia Mountains. Here, the walking trail takes the hiker through echo canyons, Ponderosa pine and spruce forests, by a bubbling mountain spring, and along numerous scenic vistas.

As at the Grand Canyon, the majority of Sandia Peak visitors just stand and look—from the promontory provided by the sundeck at Summit House restaurant, highest in America. But the ultimate excitement is provided for those who ride the tram up, and walk back down to the bottom.

... Places and Events

THE "AVCO CLASSIC," a new, major golf tournament, will be inaugurated this summer at the Pleasant Valley Country Club, Sutton, Mass. (outside Worcester), with many of the country's top golfers expected to compete.

Joint sponsorship of the \$150,000 tournament, slated for August 21-24, was announced by Avco Corporation and the Pleasant Valley Country Club.

A contract signed with the new American Professional Golfers Association guarantees that "Avco Classic" contestants will include many of the nation's leading golfers. Widely recognized golfers from other countries also are expected to enter.

The tournament will be televised nationally on the last two days of competition, with action picked up from the 14th through the 18th holes. These are regarded as some of the finest finishing holes in the country.

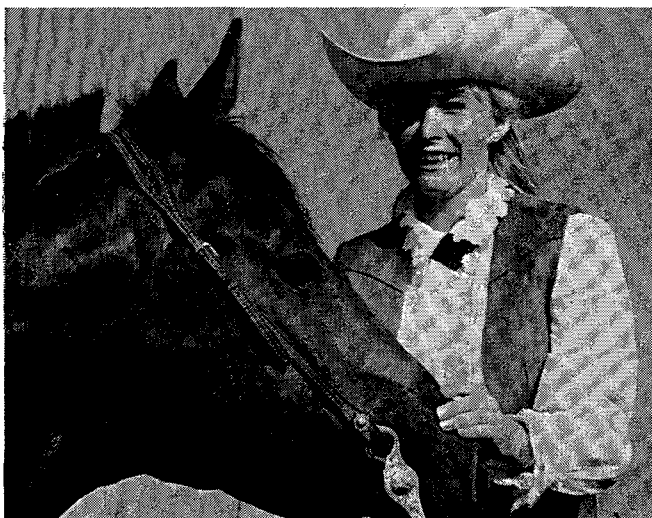
INLAND SURFING will become a reality in Tempe, Ariz. in mid-July when a \$2-million dollar family recreation center, Big Surf, Inc., opens. The development, underwritten by Clairol Inc., New York City, will produce four and five foot surf via a patented wave-generation machine.

The Boeing Company recently made its 2,000th sale of a commercial jetliner. The sales represent commitments of some \$12.5 billion by more than 90 airlines.

Lockheed Secretary Named as NIRA's "Miss National Industrial Recreation of 1969-70"



Julia Thompson, the new "Miss National Industrial Recreation of 1969-70" queen, is pictured at the left in her varied recreational pursuits. While serving as LERA's Picnic/Rodeo Princess, she was captured in the above pose.



Selected to reign as "Miss National Industrial Recreation of 1969-70" is Julia E. Thompson, secretary for the Lockheed Employees Recreation Association. Named as runner-up—and Maid of Honor—is Donna Ruane of Itek Corporation, Lexington, Mass.

A highly qualified, and impartial, board of judges determined the winner by reviewing the photos and resume submitted for each contestant. Each girl was graded by the judges not only for her physical attributes, but for her degree of involvement in company activities and recreational pursuits as well.

Serving as judges for NIRA in this beauty competition were: John Wells, nationally-known portrait painter and owner-director of the John Wells Gallery in Chicago; Louis M. Weiss, designer and art director of communicative concepts for Chicago and Midwest firms; and Leo A. Rotelli, art director for RECREATION MANAGEMENT and member of the governing council of the Artists Guild of Chicago.

Julia Thompson, NIRA's new queen, is an English-born girl who loves sports. She became an American citizen in 1960 and graduated from Cupertino High School in 1961 with straight "A" grades. Julia also attended San Jose State College for two years. She has been employed at Lockheed Missiles & Space Company in Sunnyvale, Calif., since 1963. Her leisure-time activities include golf, swimming, tennis, sailing and horseback riding. In 1967 and 1968, Julia was LERA's Picnic/Rodeo Princess. She's a member of the San Lorenzo Horseman's Association, the California State Horseman's Association, and the British-American Club of Northern California.

In 1968, the title of "Miss National Industrial Recreation" was held by Anita Heider, McDonnell Douglas Corp., St. Louis, Mo.

(Details pertaining to the 1970 Miss National Industrial Recreation contest will be published in a future issue.)



When it comes to performing her secretarial duties at Lockheed, our Queen Julia takes her responsibilities quite seriously, as attested by her expression in this photo.

Donna Ruane of Itek Corp. was named by the judges as runner-up—and Maid of Honor—in NIRA's Miss Industrial Recreation beauty contest.



Reigning as queen of industrial recreation during 1968-69 was Anita Heider of McDonnell Douglas Corp.

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A PICTORIAL REPORT of NIRA's 28th Annual Conference and Physical Fitness Institute

1



1. Presentation of a special award from NIRA to honor the late Hugo Autz, editor of *Sporting Goods Dealer*, was made by Bob Burnes, sports editor of the *St. Louis Globe Democrat*, to Johnson Spink, publisher of the *Sporting Goods Dealer*. Left to right: Bob Burnes, Crissy Autz, Mrs. Hugo Autz, Johnson Spink, and Bert Granville.

2



3

2. The guests of honor at the opening night banquet all were in a jovial mood for the occasion. Pictured here, before being seated at the head table, are (left to right) Don Neer, executive director of NIRA; James McDonnell, chairman and executive officer, McDonnell Douglas Corp.; Capt. James Lovell, Apollo 8 astronaut and consultant to the President for Physical Fitness & Sports; and Stan Musial, former *St. Louis Cardinals* baseball star.

3. A. Murray Dick, NIRA's new president (left), poses here with president-elect Martha Daniell and immediate past-president Ken Kellough.

4. NIRA's "Miss National Industrial Recreation" queen, Anita Heider, McDonnell Douglas Corp., cuts the ribbon which designates the official opening of the Conference Exhibit Hall. Looking on (left to right) are Don Neer and Conference co-chairmen Bert Granville and Otto Seibel.



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5. Following welcoming remarks by Ken Kellough (right) at the official opening session of the conference, Dr. Jackson Anderson (left), University of Minnesota, delivered an inspiring talk on "Industrial Recreation in the Year 2000."

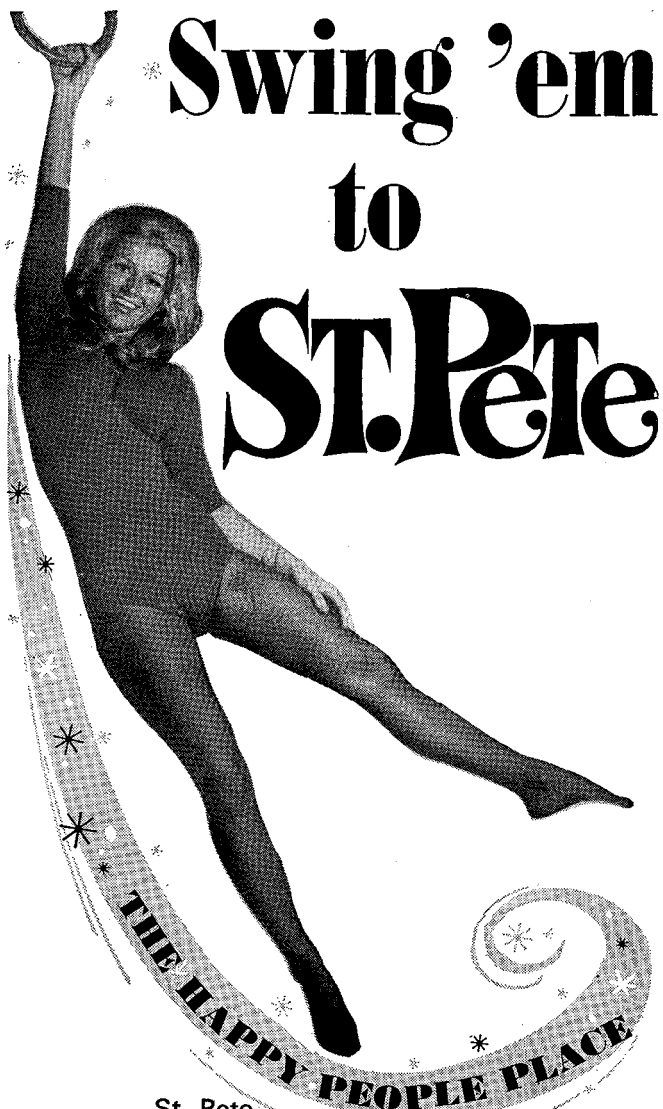
6. Scene of much activity was the Exhibit Hall, where recreation administrators came to see and learn about "what's new" in equipment, products and services for their programs.

7. Serving as chairman at the Certified Industrial Recreation Administrators' (CIRA) breakfast was past president Pat Feely, Falk Corp.

8. NIRA conference-goers are lined up on the firing line at Olin Mathieson's Westerner Club watching a demonstration by the company's national championship trap team.

9. Capt. James A. Lovell, keynote speaker at the opening night banquet, tells about his impressions and observations of moon orbiting.

10. Otto Schultz German Band was on hand to serenade conference delegates during their visit to historic Grant's Farm (home of Anheuser Busch).



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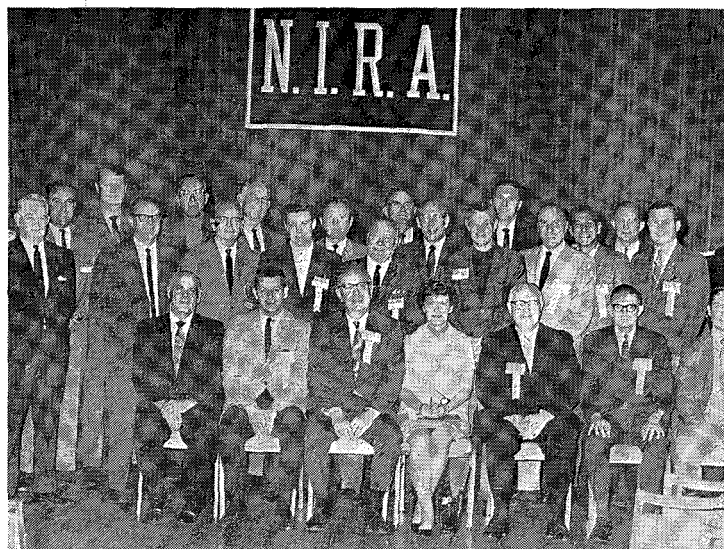
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NIRA's Board of Directors for 1969-70 as they appeared at the St. Louis Conference just after their election. Seated (left to right): Kenneth Kellogg (past president), North American Rockwell Corp.; Richard Wilsman (vice president), S. C. Johnson & Son, Inc.; A. Murray Dick (president), Dominion Foundries & Steel Co.; Martha Daniell (president-elect), Nationwide Insurance Co.; Arthur Conrad, (vice president) Flick-Reedy Corp.; Frank Barnes (vice president) Xerox Corp.; Gary McCormick (vice president), The Salt River Project.

Standing (left to right): Edward Mitchell, U. S. Steel Corp.; Edward M. Bruno, 3M Co.; L. L. Jarl, General Dynamics/Ft. Worth; Charles Placek, Motorola, Inc.; Fred Canaday, General Motors Corp.; Otto Seibel, Concordia Publishing House; Roy McClure, Lockheed-Georgia; Joseph Lannan, Manufacturers Life Ins. Co.; William West, Jr., Pharr Yarns, Inc.; G. La-Grave, Canadair Ltd.; Mike Varanese, Lockheed-Burbank; Fred Wilson, Scovill Mfg. Co.; Dale Shaffer, Delco-Remy Div. GMC; Robert Bauer, Armco Steel Co.; John Gentile, TRW, Inc.; Ted Scandurra, Equitable Life Assurance Society of the U.S.; C. James Moyer, Eastman Kodak Co.; Robert Eppley, Cummins Engine Co.; and John Tutko, USAF, Secy. of the Air Staff. (Howard Honaker, Faultless Rubber Co., and Director of Research, Gordon Starr, are absent.)



(Left) View of dining hall at St. Louis IRC luncheon as delegates listen to keynoter Bid Edmunds, Goodyear Tire & Rubber Co., speak about 28 years of Industrial Recreation.



(Right) Conference hosts were the St. Louis IRC, all attired in matching brown coats. Leader of the group was IRC president Ed Swan (right), Coca-Cola Co.

NIRA NEWSLETTER

Pair from Dept. of Army Welfare Fund Win NIRA Bridge Tournament

Alan Blachman and Warren Rosner, Dept. of Army Welfare Fund, Washington, D.C., are the first place winners in the 1969 NIRA National Bridge Tournament. The pair edged out former tournament champs, Mr. & Mrs. J. Dryer of North American Rockwell, Autonetics Division, Anaheim, Calif., with a 73.3% game.

The first place winners, Blachman and Rosner, each receives an all-expense 15-day Hawaiian Jubilee vacation, as guests of Continental Travel, Ltd., plus a \$50 expense allowance. In addition, Karl Edler, Director of Recreation at the Dept. of Army Welfare Fund, will present each of the men with a four-piece Paul Revere silver-plated coffee set by Oneida Silversmiths.

The Dryer's award, as runners-up, will be a one week stay at the Hilton Hotel of their choice, at the domestic location of their choice. Also, they will receive a 20 in. silver-plated serving

tray.

Mr. & Mrs. M. E. Weldy, Buick Motors Division, General Motors, Corp., Flint, Mich., won third place honors in the tournament. Their award is a 12 in. portable Motorola "Cadet" TV set. Fourth place went to R. K. Jacobson and A. F. Johnson, McDonnell-Douglas Aeronautics Co., Huntington Beach, Calif.; each will get a set of 48 cocktail glasses.

Following is a list of the other winners, presented by regions:

Region 1—Mr. & Mrs. Donald Keck, Corning Glass Works, Corning, N.Y.

Region 4—Mrs. C. G. Bramlett and Mrs. R. Earl James, West Point Pepperell Co., West Point, Ga.

Region 5—Mr. & Mrs. B. R. Spink, A. C. Electronics Div., GMC, Milwaukee, Wis.

Region 6—C. I. Taverner and A. D. Graham, Phillips Petroleum Co., Bartlesville, Okla.

Region 8—T. L. Peel and Mrs. W. J. Timmons, General Motors of Canada, Oshawa, Ont.

R. Fred Canaday, General Motors Corp., chairman of the bridge tournament, reported that 2,060 players from 52 companies participated. Buick had the largest game in the tournament, with a total of 35-1/2 tables. Final winner in each region was determined by percentage scores of the two top pairs, with the national winner being determined as the top pair in all eight regions by Vincent O. Remy, nationally known bridge expert.

All regional winners, as well as national, will receive engraved silver-plated trophies.

The bridge tournament was co-sponsored by NIRA and Continental Travel, Ltd., of Boston, Mass. The fourth place prize was contributed by Owens-Illinois, Toledo, Ohio.

NIRA Announces Winners of 22nd National Industrial Bowling Championships

On two consecutive weekends (April 26-28 and May 2-4), industry's top men and women bowlers met at C'Ville Lanes in Crawfordsville, Ind., to compete in NIRA's 22nd National Industrial Bowling Championships. There were 76 team entries in the men's division and 16 in the women's division.

Top prize money of \$500 in the men's division went to Eli Lilly's #1 Team, Indianapolis, Ind., which finished with a 4071 pin total. Inland Mfg. Div. GMC, Dayton, Ohio, came in a close second with a score of 4068 and captured \$250 in prize money. Delco-Remy, Anderson, Ind., took third place with 4060 and received \$135.

Seven other men's teams finished in the money. They were: Avco #1—

4054; Corning Glass Works—3999; Phillips 66—3993; Ross Tech (Ross Laboratories)—3984; Allison—3920 Raybestos-Manhattan—3909; NCR #1—3891; and Ross Laboratories (Computer Operations)—3883.

Fred Eddy, Cummins Engine, Columbus, Ind., took high series with a score of 845 and Pat O'Brien, Olin Mathieson, East Alton, Ill., came in with a 248 to win individual high game.

IAA Wins Women's First Industrial Bowling Championship

Illinois Agriculture Association's #1 Team, Bloomington, Ill., captured first place in the women's division with a score of 3749 and went home with \$120 in prize money. The Rockville Rockettes, RCA Rockville plant in Indian-

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The five men from Eli Lilly and Co. who formed the winning team in NIRA's 22nd Annual Bowling Tournament are (left to right) Edward Loyd, Jr., Murlin E. Townsend, Harry K. Nelis, Rexford E. Knight and Robert E. Berry.

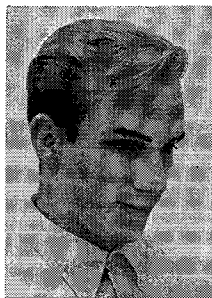
apolis, Ind., came in second with a 3672. Texas Instruments' #2 Team, Versailles, Ky., followed with a 3670 score. Fourth place money went to the women's team from Bryant Mfg Co.

There were 138 entries in the singles division, Terry Weber, Avco Electronics, Cincinnati, Ohio, took the individual high series in the men's division with a 740, winning \$100 in prize money. Second place money went to G. Riber, Inland Mfg., for his 693 series.

Kitty Honaker, wife of Howard Honaker of Faultless Rubber, Akron, Ohio, rolled a 619 to take first place in the women's singles. She was followed by Marcella Lucky, Bryant Mfg. Co., with a 591.

(Ed. note: As this issue goes to press, it was announced that an average challenge on one of the winning teams has been made; therefore, all prize money has been held up pending an ABC ruling.)

IN MEMORIAM



Terry A. Weber, NIRA 1968-1969 Bowling Singles Champion, lost his life in an automobile accident on May 22, 1969.

Terry Weber was employed by Avco Electronics Division in Cincinnati, Ohio. He was active in the company's intramural bowling league and was a well-known amateur bowler in the Cincinnati area.

Terry was 24 years old, single, leaving his parents, Mr. & Mrs. Nicholas Weber, and his brother Nick Weber, a former bowling professional from the Cincinnati area.

Industrial Skeet Tournament to be Held in Fall

This year's Fourth Annual Industrial Invitational Skeet Tournament will be co-sponsored by the NIRA, Scovill Mfg. Co., Remington Arms and Winchester-Western. It will be conducted on Sunday, October 12, at Remington's Lordship Gun Club, Lordship, Conn.

The program will consist of 5-man team events, with teams representing industrial companies. The firing schedule will be 50 skeet targets. Each shooter will be handicapped on his first 25. On October 11, the day before the tournament, traps will be opened for practice.

The winning team and high individual shooter will be awarded trophies and a day's hunt at Nilo Farms (Godfrey, Ill.) or Remington Farms (Chesertown, Md.). For additional informa-

Helms Trophy Awarded to Eastman Kodak Co. (Rochester)

Eastman Kodak Co., Kodak Park Athletic Association, Rochester, N.Y., was judged as the company conducting the nation's most outstanding, year-round, employees recreation program. The announcement and presentation of the Helms Trophy was made last month at NIRA's 28th Annual Conference in St. Louis.

The other Helms Award winners, classified by number of employees are: Flick-Reedy Corp., Bensenville, Ill. (Less than 1,000 employees.)

Salt River Project, The PERA Club, Phoenix, Ariz. (1,001 to 5,000 employees.)

Eli Lilly Co., Indianapolis, Ind. (5,001 to 10,000 employees.)

Eastman Kodak Co., the overall winner, has over 10,000 employees.

CERTIFICATE OF EXCELLENCE AWARDS

Also announced at the St. Louis Conference, were the names of the winners of the NIRA "Certificate of Excellence." These certificates are awarded to a company in recognition of its exceptional program in a specific activity.

Taking the honors are:

Bowling—Raytheon Co., Andover, Mass.

Golf—Cessna Aircraft Co., Wichita, Kan.

Softball/Baseball—McDonnell Douglas Corp., St. Louis, Mo.

Basketball—Lockheed Employees Recreation Assoc., Sunnyvale, Calif.

Fitness—Raytheon Co., Andover, Mass.

Women's Activities—Ford Motor Co., Dearborn, Mich.

Cultural Music Activities—Ford Motor Co., Dearborn, Mich.

Sportman's Clubs (Rod-Gun-Bow)—Scovill Mfg. Co., Waterbury, Conn.

Social Activities—Lockheed Employees Recreation Assoc., Sunnyvale, Calif.

Retiree Activities—North American Rockwell Corp., El Segundo, Calif.

Summaries of many of these award-winning programs will appear in subsequent issues of RECREATION MANAGEMENT.

tion about the shoot, contact Fred Wilson, General Tournament Chairman, Scovill Mfg. Co., Waterbury, Conn.

Report of Victors in NIRA's Rifle and Pistol Tournament

Individual Rifle

Robert T. Slack, Wright-Patterson
AFB Civilian Welfare, Dayton,
Ohio 200

Team Rifle

Goodyear Tire & Rubber Co., Team
#1, Akron, Ohio 779

Individual Pistol

H. Grady Edwards, NASA, Marshall
Space Flight Center, Ala. 197

Team Pistol

Lockheed Missiles & Space Co.,
"Poseidon Team," Sunnyvale, Calif. 743

CO₂ Gas Operated Individual Rifle

Henry A. Womble, Grumman Aircraft
Corp., Bethpage, N.Y. 199

CO₂ Gas Operated Team Rifle

Grumman Aircraft Corp., "Gold
Team," Bethpage, N.Y. 792

CO₂ Gas Operated Individual Pistol

Robert Hall, Lockheed Missiles &
Space Co., Los Altos Hills, Calif. 200

CO₂ Gas Operated Team Pistol

Sandia Corp., Albuquerque, N. Mex. 781

AROUND THE CIRCUIT

At a party honoring the retirement of Roy Ellington, the Kaiser Employees Recreation Association (Ravenswood, West Virginia) changed the name of its recreation building from KERA House to "Pop" Ellington House.

It was through Ellington's efforts, beginning back in 1957, that rebuilding of the existing house was made possible. Today, craft classes, club meetings and parties are scheduled on a daily basis; the facilities are in such great demand that reservations are needed at least a month in advance.

(Pop Ellington would like to hear from all his old friends. His retirement address is: c/o J. V. Mask, 5105-19th Ave., Langdale, Ala. 36864.)

A tuition-free course in safe hunting practices and survival techniques is offered to employees of Sandia Laboratories, Albuquerque, N. Mex. It is sponsored by the New Mexico State Game and Fish Dept. and the National Rifle Association. The course consists of five two-hour classroom sessions plus one four-hour class on the rifle range.

One night is devoted to survival techniques for hunters or campers who may be lost or stranded. A film is used which shows the plight of a

lost hunter and the mistakes he makes, and then shows how he should have acted. In addition, the students get tips on simple survival equipment they should have with them when hunting, hiking, or just picnicking in the woods. Included are a whistle (which beats shouting), lightweight space blanket, waterproofed matches, and a map of the area.

In addition to the hunter safety course, there is available a home fire-arms safety course for women.

Union Carbide, Texas City, Texas, donated its 66-acre park to Galveston County. The county plans to build entertainment pavilions in the park, making it a more exciting and attractive place to visit. Attendance at the park has declined in recent years.

The park officially went under county control on June 1. Carbide employees, however, will have continued use of the recreation area, and it is anticipated that more people will be using the park more often.

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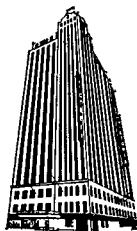
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The Coast Guard offers many helpful pamphlets on boating safety for both beginners and old pros alike. A few examples are: Pleasure Craft (CG-290), Ventilation Systems (CG-395) and Overloading and Improper Loading (a leaflet). They may be obtained at almost any Coast Guard Station, District Office, or by writing: Commandant (CAS), 1300 E. Street, N.W., Washington, D.C. 20591.

A 24-page, cartoon-illustrated booklet, entitled "The Snowmobile Racing Primer From Ski-Doo: A Guide For The Instant Expert," traces snowmobile racing from its earliest beginnings and tells the types of racing that have developed. Separate chapters are devoted to design and classification of machines, racing associations, racing teams, snowmobile attire . . . even the slang developed by the snowmobile "in" crowd. A closing chapter details "where the action is." The booklet is available by writing to: Bombardier, Ltd., Public Relations Dept., Valcourt, Quebec, Canada.

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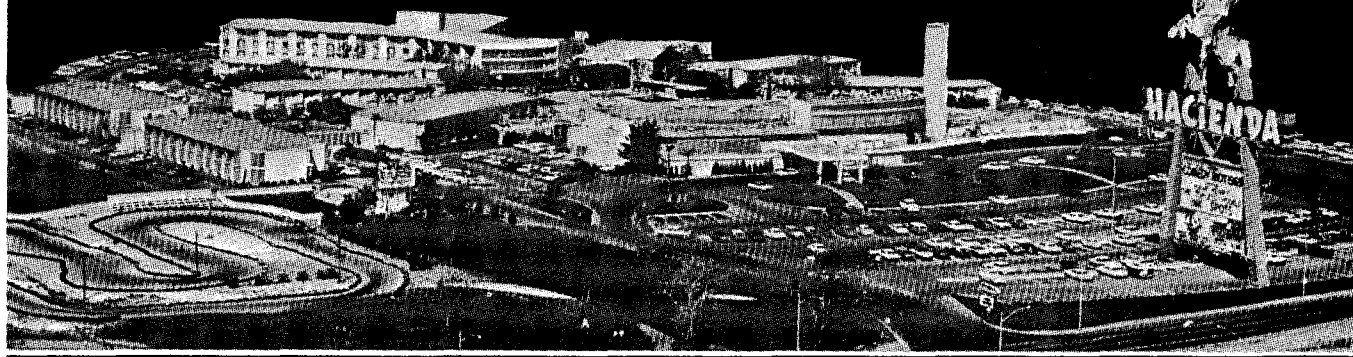
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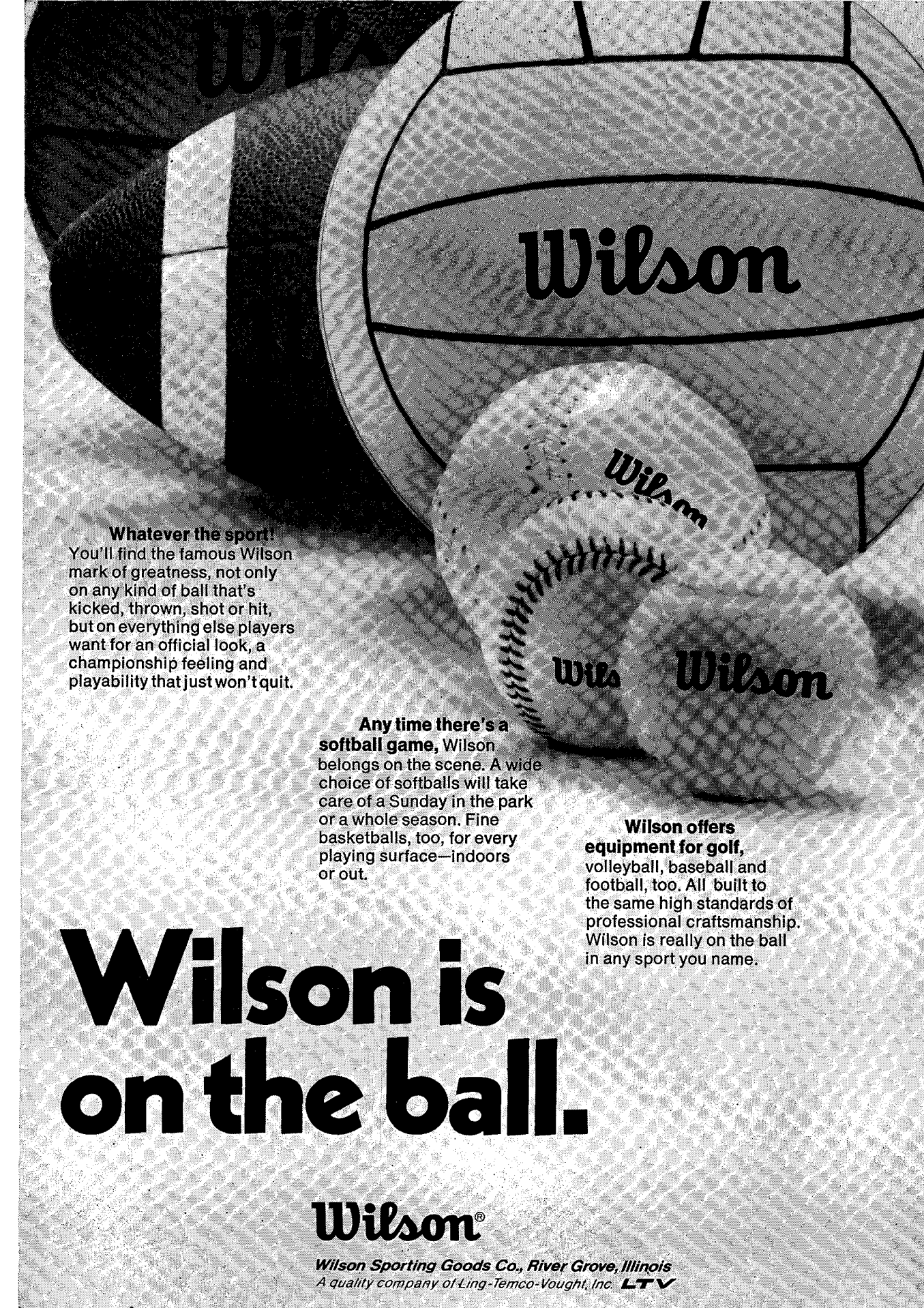
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Employee Music Groups: A Growing Trend

Music ranks high on management's recreation priority list these days—higher than it did 20 years ago. Whether the corporate move to music is because of a cultural boom or because there are more amateur musicians today, the trend is indicative of the musical mood of the country: music-making is in!

The Los Angeles Division of North American Rockwell Corporation has been offering evening guitar classes to employees and their families for almost two years. Instruction is offered in a series of 10 classes, one each week, for \$1.50 per person per lesson. Then there is a one-week break followed by 10 more classes.

According to Kenneth White, Employee's Services Department, 350 people attended classes during the first year. Currently, about 30 employees are enrolled in the beginner and intermediate classes, including engineers, machinists, executives, clerks and laborers. White says people take



the lessons "to be able to entertain at home" and "to play for their own enjoyment."

Rand Corporation of Santa Monica, Calif., has a folks-singing club. From four to 20 people show up for weekly sessions during the noon hour in a small conference room. Usually there are about 10 people, including two guitarists, a ukulele player and an autoharpist. The club gets \$25 a year from vending machine receipts, which it spends on eight or 10 copies of folk song books.

Barry Boehm, manager of Engineering Computer Services, was one of the "core" members of the club, started in 1960. The reason for the club, reports Boehm, is "just to have fun. We sing anything that is group singable. Sea songs, cowboy songs—in English, French, and Spanish. We've even tried a couple in Russian. We performed at the annual choral concert of Christmas carols in the



This french horn player is a member of "The Scotsmen," a "big band" group of the 3M Company.

auditorium here."

A very sophisticated musical recreation program is sponsored by 3M Company in St. Paul, Minn. More than 225 3M employees perform on a regular basis through men's and women's choruses, a concert orchestra, a band dubbed the "Scotsmen," and a singing group called the "Tartanares." The image-building abilities of the latter two—named for the company's Scotch and Tartan brand products—are evident.

3M Company's professional choral director estimates that the men's and women's groups have sung for hundreds of thousands of persons in the Upper Midwest since their founding 21 years ago. The choruses average 20 concerts yearly, including employee events, public gatherings, conventions, choral meetings and concerts for Twin Cities hospitals and schools.

The 3M Company's 50-member orchestra, formed more recently, is developing fast and already is performing in public. Also, 3M's 16-piece band plays special arrangements and regular dance music for proms, homecomings and large functions.

The Illinois Bell Orchestra, now in its third year of operation, is musical proof that the Big Band era is not a thing of the past. Last year, the group presented 13 concerts.

According to orchestra director George Roady, a building repair foreman in Chicago, the music-making is an after hours activity for amateurs and ex-professional musicians "who like to play—positively for nothing. We perform at institu-



tions like hospitals, sanatoriums, and so on."

Roady says management pays for the orchestra's transportation to and from engagements and for sheet music and also provides rehearsal space.

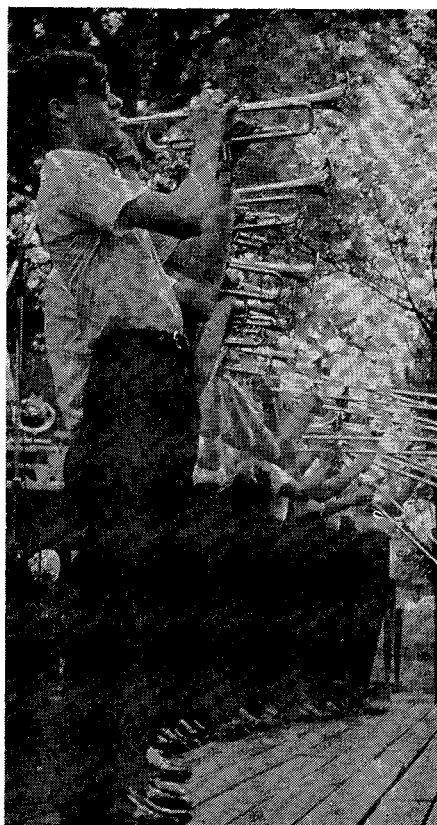
Some firms like The National Cash

Register Company, Dayton, Ohio, have opened their programs to children—not necessarily employees' children. NCR's summer band annually attracts some 120 boys and girls from Dayton area high schools. The company assumes full financial responsibility for the program, and puts on a 12-week summer concert stand, including a standout Fourth of July event.

NCR also has a male chorus consisting of 30 members whose specialties are barbershop singing and spirituals, and who sing mostly at company-sponsored events. When outside concerts are scheduled, tickets are sold at nominal prices to offset the expense of the program. A little bit of the total expense is paid by the members themselves who pay dues to belong to the choral club.

In addition to the other groups, NCR sponsors a "variety club" for employees and their families. Broadway musicals are featured Saturday nights in summer at the company-owned NCR family recreation park. Many outside performances are staged for local hospitals and charitable organizations.

C. R. Gillaugh, who heads up NCR's employee recreation program, says that the company believes its music program "fills many voids" not

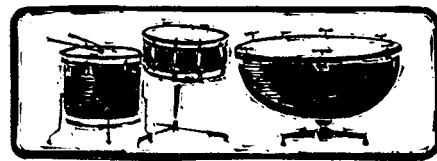


More than 120 Dayton area boys and girls participate in the band program sponsored by The National Cash Register Co.

families and guests, and as a public service for the many charitable and civic organizations of Dayton.

Perhaps the most inspiring results with employee music have been achieved at Allen-Bradley Company, Milwaukee, Wis. While the program is one of the most professional sounding in industry, it is also one of the most specialized. The program is exclusively devoted to performances of a musical revue type.

According to Anthony Werth,



music director, "This year we will be doing our 25th Musical Revue. The theme will be 'Music Through the Years,' featuring selected favorites used in our many shows through the years."

Through the years, Allen-Bradley has developed a complex of facilities especially for the music program. There are newly remodeled and acoustically excellent music rooms and audition halls; men's and women's dressing rooms, complete with private lockers, showers, dressing tables, primping stations, and other conveniences for the performers; wardrobes filled with costumes; musical instruments bought and paid for by the company; complicated electronic recording and playback gear; administrative offices for Tony and his staff; and even a private in-plant auditorium where most of the activities in the A-B program take place.

More than 7,500 employees benefit from the program, as they view live performances by the A-B music group on the average of once a week. All of the performers except the director are employees who perform other full time jobs for the company.

In addition to performances for the company, every year the Allen-Bradley Orchestra and Chorus put on a number of charity shows for schools and hospitals and go on an annual goodwill tour. During 1967, for example, the two-bus Allen-Bradley caravan spent six weeks on the road, performing 30 times



just as recreation for the participants, but as a furtherance of the musical education of some of the outstanding young musicians of the community, as entertainment for employees, their

The 3M Company, in St. Paul, Minn., sponsors several music groups. Their orchestra gave three performances last year and are planning to increase that number this year.



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6. Be
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Jerry Goldbach (left), guitar teacher and professional performer, helps beginners at North American Rockwell Corp. learn to play the basic chords of the instrument.

in Canada and eastern states before heading back to Milwaukee.

These are just a few examples of company music programs. In fact, the American Music Conference estimates there are more than 1,600 industry music groups of all kinds at the present time. Ford, Metropolitan Life, Sun Oil, A-C Spark Plug, Saks 5th Avenue, Goodyear Tire and Rubber, Michigan Bell, North American Aviation, Nationwide Insurance, General Electric, Teletype Corporation, Phillips Petroleum, Eli Lilly, Delco Remy, and U. S. Steel are some of the companies whose programs have evolved into things of excellence through the years.

For the company willing to make the effort to organize a good employee music program, there awaits

the benefits of employee and community goodwill.

No one makes the claim that a company music program is a means of boosting sales—though more than one Allen-Bradley district manager has confided that a door or two has opened as a result of the concerts. People who hear the Allen-Bradley troupe are impressed that a random group of employees could be so well trained, and more than one has reasoned that a company *that* progressive in *employee* affairs has to be exceptional in others, too.

In the U.S. business community, where top management is increasingly aware of corporate image-building, employee music groups are beginning to come of age as effective instruments.

A number of musical events are scheduled regularly at Allen-Bradley Company, in Milwaukee, Wis. Director Tony Werth writes an original production each year, which is presented on three successive weekends in November.



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For the past 29 years, the Hunting and Fishing Club at Goodyear Tire & Rubber Co., Akron, Ohio, has brought the outdoors into Goodyear Hall. During a week-long spectacular, an all-star stage show is presented, as well as an assortment of exhibits of interest to sportsmen, including displays of the latest in hunting and fishing equipment.

Among the special attractions at the last annual show, held during the week of March 24th, were karate and boxing exhibitions and a live fish exhibit by the Ohio Dept. of Natural Resources, Division of Wildlife. On hand were government and association groups who distributed literature on conservation and wildlife.

Five stage acts highlighted the entertainment portion of the 29th Annual Sportsmen's Show, which saw Jay Seiler, comedian and acrobat, in the role of master of ceremonies. Reigning as queen of the event was Corine Morris, with princesses Terri Liska and Mary Bulchik attending as her Court.

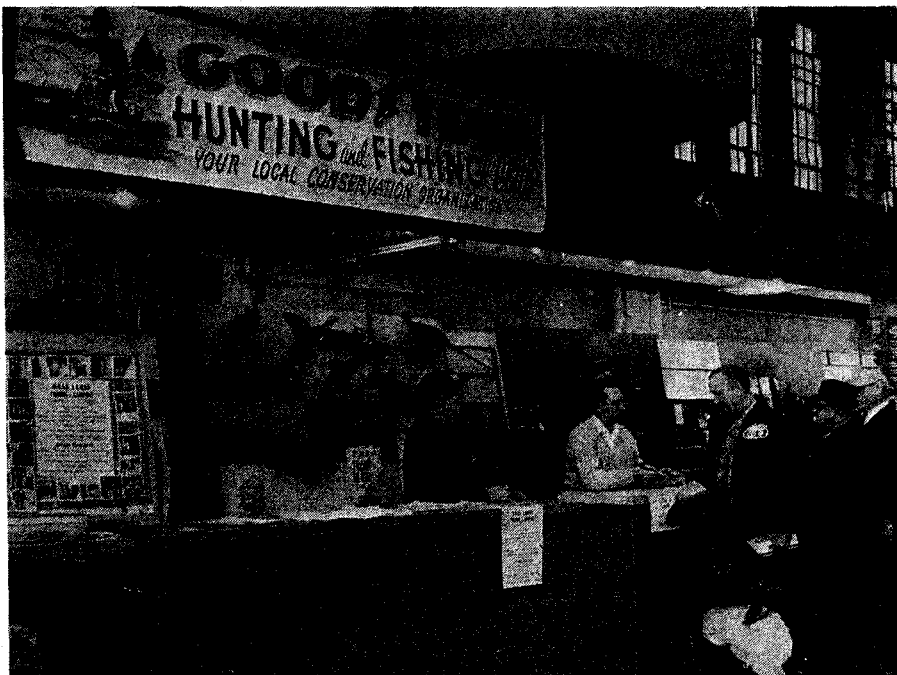
The dates of March 24-30 were designated as "Akron Sportsmen's Week" in a proclamation issued by Akron's Mayor John S. Ballard. The

formal proclamation was presented in the mayor's downtown office to the officers of the Hunting and Fishing Club.

It was estimated that more than 20,000 area outdoorsmen and their families attended the six-day affair. Gate admission was one dollar per person. The proceeds will be used to assist the club in its conservation and wildlife stocking activities throughout the year.

The Goodyear Hunting and Fishing





Wildlife exhibits, as well as the latest in hunting and fishing equipment, were displayed at the annual Sportsmen's Show sponsored by Goodyear's Hunting and Fishing Club.

Club is composed of Goodyear employees, and was incorporated in Akron in 1931. Its membership has grown continuously, and this year has attained 4,847 members.

The club is a licensing agency for the State of Ohio, and all fees received go for restocking fish and game and for conservation. The club spends approximately \$35,000 annually to restock local areas. Within a 50-mile radius of Akron, lakes, ponds and rivers are stocked regularly with fish. Farm areas are stocked with rabbits and birds.

The club also cooperates with the state in providing trout for the annual Ohio Trout Derby. Another project it takes on is the sponsorship of two teachers, from the public school system, for enrollment in conservation courses at Kent State University.

Just clowning around at the 29th Annual Sportsmen's Show are (left to right) Don Rinehart, Plant 3 receiving; Merry Lake, Plant 1 mold design; and Warren Coburn (a retired Goodyearite).

The club's philosophy is summed up in its credo:

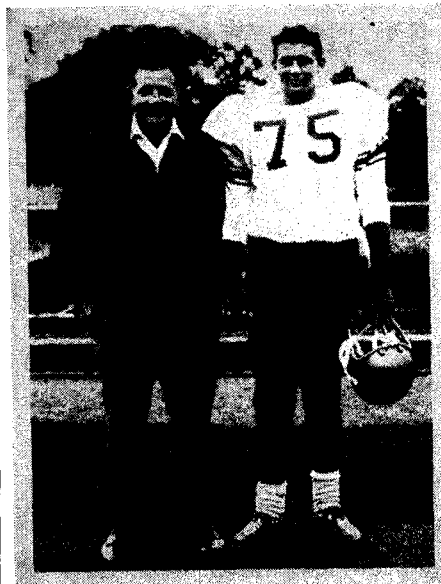
"The motive and purpose of the Goodyear Hunting and Fishing Club is primarily to aid and assist in the propagation and restoration of wildlife and the promotion of all forms of recreation which calls our citizens into the great out-of-doors.

"To this end it gives a constructive program, energy and money to the replenishment of game on farm lands and fish in public waters which are open to all sportsmen.

"It further seeks to cultivate more friendliness, more confidence and good will among the farmers and sportsmen.

"It appeals to all members to be good sportsmen and obey the fish and game laws."

The generation gap: it may be America's best hope.



Millions of young Americans not only stand taller than their fathers—they're aiming higher. Sometimes, in a different direction.

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Over 7,000,000 young men and women are now in our colleges and universities. Keeping up with their numbers, and the challenge of filling their knowledge needs, has brought about a financial crisis in higher education.

Tuitions, on the average, pay only 1/3 the cost of educating a student. The other 2/3 must come from other sources. And the difference in dollars amounts to billions.

Our higher education must keep moving ahead—with more facilities, larger faculties—and academic advances that will help this generation move ahead.

It can't be done without more help from more individuals, more businesses—with gifts and grants that encourage progress and innovation.

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Bowling and the Leisure Boom in Japan

Ever since American Machine & Foundry Co. introduced automated bowling to Japan in April 1961, with a glassed-in two-lane bowling annex to the U.S. Pavilion at the Tokyo International Trade Fair, bowling centers have spread like wildfire in Japan.

This Spring, the world's largest bowling center was built in Tokyo's Kugahara section, on the main Tokyo-Yokohama highway, by Hideki Yokoi, a Japanese shipping magnate. Toyo World Lanes, as it is called, is a nine-story building, which contains 252 automated lanes and \$3.5 million worth of bowling equipment. Mounted on its rooftop is an 18-1/2-foot bowling pin and a flashing, 40-kilowatt neon sign, which can be seen from downtown Tokyo, ten miles away.

Japan is now the world's largest bowling nation after the United States. Reliable observers there estimate that more than 200,000 people bowl daily in the country's 700 tenpin centers. It is further estimated that more than 11 million Japanese bowl at least once a year, on more than 17,000 lanes.

The respected Japanese Nomura Research Institute reported the results of a bowling survey which indicated that bowling in the future would be played in huge supercenters, like the new 252 lane Toyo World Lanes, to accommodate expanding population belts around metropolitan centers. The Institute's survey prophesied that the country would have more than 19 million bowlers by 1972.

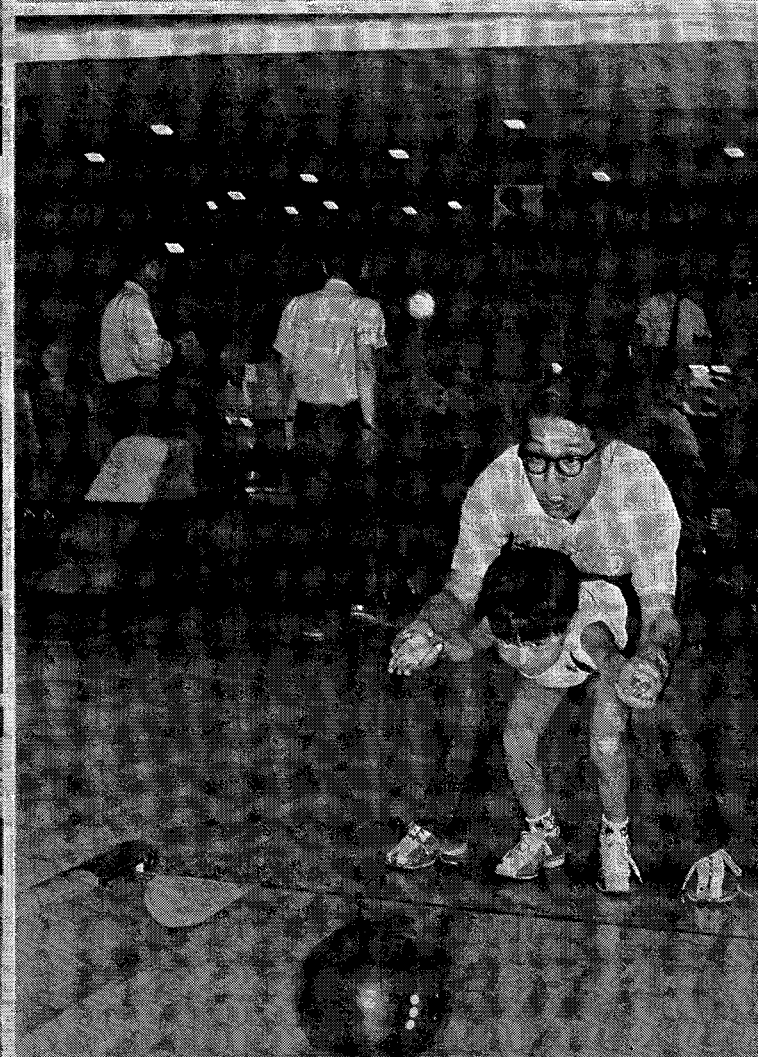
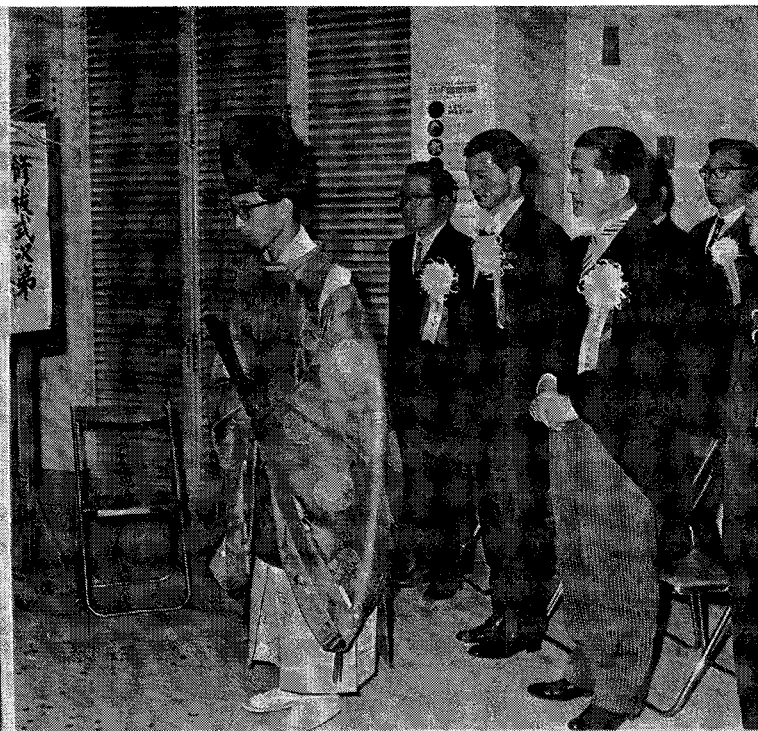
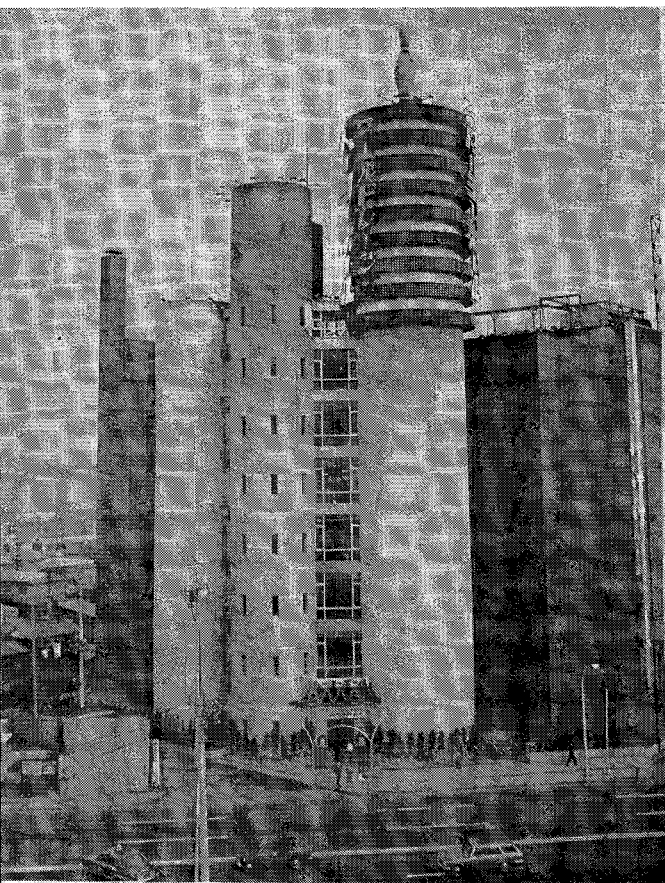
While league bowling is on the rise in Japan, most of the activity is open bowling. Sometimes there are waiting periods of as much as two hours to get a lane. On weekends and holidays, bowlers frequently wait four to five hours to bowl.

Average game cost is 200 yen (60 cents), increasing to 250 yen (70 cents) during the "golden" hours — from 5 p.m. to midnight on weekdays and from noon to midnight Saturdays, Sundays and holidays.

It is noted that geisha, the classic Japanese beauties whose role in life is to uplift the tired businessman with song and dance and pleasant companionship, have taken to the sport as another means of appeal. And, sumo wrestlers have adopted bowling as a form of recreation for keeping in shape.

The median age for Japan's bowling millions is 25. Highlighting what the Japanese call the "leisure boom" is the high percentage of youth taking part in it. As one leading Japanese newspaper comments, "It used to be that leisure activities were for those who, after a long strenuous life, seek to find pastimes. Now there is more vigorous participation by young people. Recreation is no longer a relief from work but a new challenge to life in

Continued on page 12



Japan's bowling boom continues unabated, as highlighted by recent completion of the world's largest tenpin center (top left), the 252-lane nine-story Toyo World Lanes. Bottom left: geisha Teruko Yoshida, an avid bowler, carrying her own bowling ball, crosses a Kyoto canal on her way to an afternoon's tenpin session.

Top right: a Shinto priest blesses the new bowling showplace in the presence of shipping-magnate/owner Hideki Yokoi (right, with folded hands) and his associates. Bottom right: an Osaka father introduces his young son to the sport.

To Thwart A Gun Thief

by John Madson

Gun thefts are on the rise. Many of the victims are gun dealers and collectors, but most are sportsmen. There's not much the honest, run-of-the-field hunter and shooter can do about it except insure, take certain precautions, and trust to luck.

Guns are sometimes fully covered in a homeowners policy, under "household contents," but don't count on it. Check with your agent to be sure. You may even want to insure them under a special rider. In any case, be sure that an exact valuation is placed on each gun, by serial number, and that you have a full list of the serial numbers of your guns on file.

What can be done to keep guns from being stolen? Little enough—but here are some steps that may help. While on a hunting trip, even for the day, never leave guns or gun cases in a car where they can be seen. If you stay in a motel, always take your guns in with you at night. A thief can spot a hunter's car a mile away, and knows it's a treasure trove of guns, cameras and binoculars. We know shooters who won't even put sportsmen's club decals on their car windows.

If you have a gun cabinet at home, place it where it can't be seen from the outside. Better yet, keep your guns hidden. We know a hunter who keeps a full gun cabinet stocked with "loaner" guns as a decoy for burglars, and his good guns are stashed elsewhere. A farmer friend keeps only his work guns at home—a couple of .22's and an old shotgun. The rest of his muskets are kept hidden with a friend in town. One of our local trapshooters, who also lives on a farm, may take his best guns with him—locked in the trunk of his car—when he leaves home for the day.

Don't keep guns where they can be seen by casual visitors in your home, and never display them to strangers. In the past two years, three personal friends have had all their guns stolen from their homes. In each case, it was public or semi-public knowledge that they owned good guns. One man is a well-known outdoor writer and editor who works at home; another is a hunter who displayed his guns on the walls of his family room; and the third is a businessman who received publicity as a big-game hunter.

It simply doesn't pay to advertise. Some of this increase in gun thefts may be a reflection of all the publicity that guns and gun ownership have gotten recently. And, as restrictive gun laws increase and tighten, we can expect a corresponding increase in the underworld traffic of hot guns. ■

Hunters have spent more than \$100 million for duck stamps since the passage of the Migratory Bird Hunting Stamp act in 1934. The revenue is used to preserve wetlands for waterfowl habitat.

Beware the .22 bullet fired into water. It may wander off in an entirely different direction—and with most of its original bite. When Winchester ballistics experts fired .22 Super-X bullets at a water surface, the ricocheting bullets lost practically none of their velocity. The bullets hit the water at about 1,240 ft. per second and ricocheted at 1,195 ft. per second—a velocity loss of only 45 ft. per second.

continued from page 10

Bowling in Japan

which the young, no less than the old, are encouraged to find fun."

The newspaper also stated that "the concept of leisure has shifted from a static to a dynamic one." Bowling centers, golf courses and ski slopes swarm with active enthusiasts, while the old classic Japanese spectator sports are being carried on before smaller and smaller crowds. Attendance at sumo wrestling meets is down by 15% according to government statistics. Even baseball, which used to be played before jam-packed stands, is suffering.

A writing observer of the leisure-scene in the Land of the Rising Sun comments that "holidays and even Sunday now cease to be days of rest." One large Japanese company has set up a two-days-off-a-week program, in the interests of increasing efficiency by giving employees time to recover from fatiguing weekends. ■

THE REWARDS OF APATHY

Apathy has a lot going for it.

It is easy to catch and is painless. You can ignore it and nothing happens. The stronger it gets the less you feel you need to do something about it.

It becomes most noticeable when it begins to spread over a large area. When it does, the individual usually feels it belongs to someone else.

Another appealing thing about apathy is the warm glow of nothingness it gives.

The temptation is to leave it alone and it will go away. With this attitude it may stay.

Apathy demands a special treatment for it will not go away alone.

The treatment starts with a good dose of involvement followed by long periods of action.

It may be hard to get a confirmed apathetic to take the cure. And then it isn't permanent.

Action must be rewarded while apathy is to be condemned. Since it is easier to condemn than to praise, it stands to reason that apathy is here to stay. It is needed by those who would rather condemn than act.

Apathy has a lot going for it, but action is more fun. It must be. Have you ever heard anyone say, "Let's go where the apathy is?"

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NIRA NEWSLETTER

NIRA Annual Scholarship Awarded to California Student

James M. Dennis of Los Angeles, Calif., was unanimously selected by NIRA's Scholarship Committee to be the most deserving of the eleven applicants for the National Industrial Recreation Research and Educational Foundation's 9th Annual Scholarship award.

Each candidate's application was graded on the following basis: 60% academic, 20% character and person-

ality, and 20% on actual need.

Dennis has a record as an outstanding scholar at Occidental College and the University of Southern California; he maintained a 3.75 average. He also was a member of the varsity swimming team.

The \$400 scholarship will enable Dennis to fully pursue his interest in researching areas of leadership related to minority youngsters.

NIRA's purpose in having an annual scholarship award is to make educational resources more widely available to promising young men and women who, without financial assistance, would find it difficult or impossible to obtain higher educational training.

A student, regardless of his major emphasis of academic work, is eligible to apply for the scholarship; however, consideration is given to those who are majoring in Recreational Leadership, Business, Personnel, or other fields related to industrial recreation. The student selected for the award is encouraged to do some research in Industrial Recreation or prepare a written report for submittal to the Scholarship Committee within two years of the date of his receiving the scholarship.



JAMES M. DENNIS

AROUND THE CIRCUIT

The Lockheed Employees Recreation Club, Burbank, Calif., recently honored Courtlandt S. Gross, retired Lockheed president and board chairman. In noon-hour ceremonies at LERC's Robert E. Gross Park, a new flag site, which included a plaque and a 35-ft. flagpole, was dedicated to Gross, a founder of the LERC more than 30 years ago.



A flag, which once flew over the U.S. capitol building, was presented to Courtlandt S. Gross (left) following ceremonies honoring him for his work with the Lockheed Employees Recreation Club (Burbank) and the aerospace firm. Looking on, as senior Girl Scouts Ellen White and Anne Anderson make the presentation, is LERC board chairman Sal Frisina.

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The inscription on the plaque at the flag site reads: "Gratefully dedicated to Courtlandt S. Gross whose deep concern for his fellow workers was exemplified through more than three decades of executive leadership of the Lockheed and Vega Companies."

Summertime at General Dynamics Corp., Fort Worth, Texas, means a full program of recreational activities. Tennis lessons are offered to both children and adults in beginner and

intermediate levels. Swimming and diving classes are conducted by fourteen instructors and life-guards.

The baseball diamonds are kept constantly in use. Twenty junior baseball teams compete on three fields, and 31 softball teams, including seven all-girl teams, play ball on three diamonds. Two practice fields are used for junior baseball.

Organized activities that meet year-round continue through the summer months; only a few curtail meetings. The picnic areas are in constant use by families and small groups.

A milestone was passed in the 34-year history of **Eastern Associated Coal Corporation's** camping program. 1968 saw the 25,000th youngster enjoying the facilities at Camp Thomas E. Lightfoot.

This season the camp will again play host to children of the Ohio River Co. and to children of representatives of Japanese trading houses with which EACC does business, as well as to the youngsters of company employees.

Located on 97 acres on the Greenbrier River, 15 miles from Hinton, W. Va., the camp is considered one of the outstanding summer camps in the United States. It is the only such facility operated by a coal company.

The Akron Goodyears have done it, winning 10 of 13 games in Venezuela and Brazil. The three losses, by a total of seven points, were at the hands of the Brazilian opponents. The 13 games drew 64,000 spectators.

"Considering the sickness suffered by our players, the bouncy rubber basketball used instead of the regular leather type, the usual language difficulties with foreign referees and coaches, and the highly partisan crowds, I'd say the team did a fine job" said coach Hank Vaughn.

Vaughn went on to add, "Brazilian basketball is about as good non-American basketball as any our team has faced. I would rank their quality of play with that of the Yugoslavians. Both are improving fast, but I'd rate the Russians and Czechs as America's best foreign competition at this time."

Statistically, Goodyear closed its 55th season with a 36-7 record, including the Intercontinental Cup championship and a second place finish in the National AAU Tournament.

A new flotilla of the U.S. Coast Guard Auxiliary, composed of **Lockheed-California Company** employees and their spouses, is presently being organized. The Auxiliary, established by Congress in 1939, assists the Coast Guard in promoting recreational boating safety with a variety of activities, such as search and rescue patrolling, safety patrolling, disaster operations and public instruction classes.

Any employee of the company who is a U.S. citizen and who possesses at least a 25% interest in a boat, amateur radio station, or aircraft is eligible to join if he can pass a basic qualification test.

Also in the organizational stages, at **Tektronic, Inc.**, Beaverton, Ore., is the first all female boating group in the Pacific Northwest. The flotilla will offer women the opportunity to increase their boating knowledge and to participate in programs sponsored by the U.S. Coast Guard Auxiliary.

William J. Pyper, Jr. manager of employee programs and services at **Fairchild Hiller's Republic Aviation Division**, was elected 1969-70 presi-

Meet the champs



This is the winning team which captured first place in NIRA's first National Industrial Women's Bowling Championship. Seated (left to right): Pat Link, Louise Moore and Judy Young (captain); standing: Kathryn Otto and Marilyn Taylor. They are from the IAA Recreation Association, Bloomington, Ill.

dent of the Long Island Industrial Recreation Association (LIIRA). He also serves as director of the Republic Assistance Fund, a program which provides selected high school students with college scholarships and, for the past 10 years, has been a member of NIRA's scholarship committee.

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New Recreation Complex Being Constructed on 70-Acre Tract for LTV Employees Club

Picnic/barbecue areas, ball diamonds, recreation facilities and meeting rooms, on a 70-acre tract of land bordering the Trinity River, are what members of the employees club at LTV Aerospace Corp., Dallas, Texas, will be enjoying come the first of the year.

Design and engineering of a new 180,000 sq. ft. administration and recreation building and a 10,800 sq. ft. gymnasium are well underway. Ground-breaking ceremonies for the new recreation complex took place this Spring.

Overall planning for development of the site has been assigned to the club's development and finance committee, which has retained the services of an architect/engineering firm to prepare a long-range master plan for the club.

According to D. V. Goin, the club's recreation manager, the administration building will have meeting rooms for various special-interest clubs, offices, and a multi-purpose ballroom accommodating 350 persons. The gymnasium will have lockers, showers and fold-away

bleacher seating for spectators.

Other facilities slated for construction include a rodeo arena (approximately 125 ft. wide x 350 ft. long) and a picnic area featuring both individual barbecue sites and a large pavilion for group picnics.

Presently under construction are four ball diamonds and a large casting pool/lagoon, from which dirt is being moved to build the diamonds and park roads. One diamond will be regulation size and three will be laid out for softball and Little League. All will be lighted.

"Our ball diamonds will probably be the best among industry in the State of Texas," Goin said, "and better than those of most municipalities." A full schedule of Little League and both slo-pitch and fast-pitch interdepartmental league was planned for this season.

The site of the new recreation center is within easy driving distance for the majority of LTV Employees Club's 12,000 members. A sizeable increase in membership is expected now that enlarged recreation facilities for activities have been assured.

Motorola's Management and Employees Support Recreation Committee's Special Projects

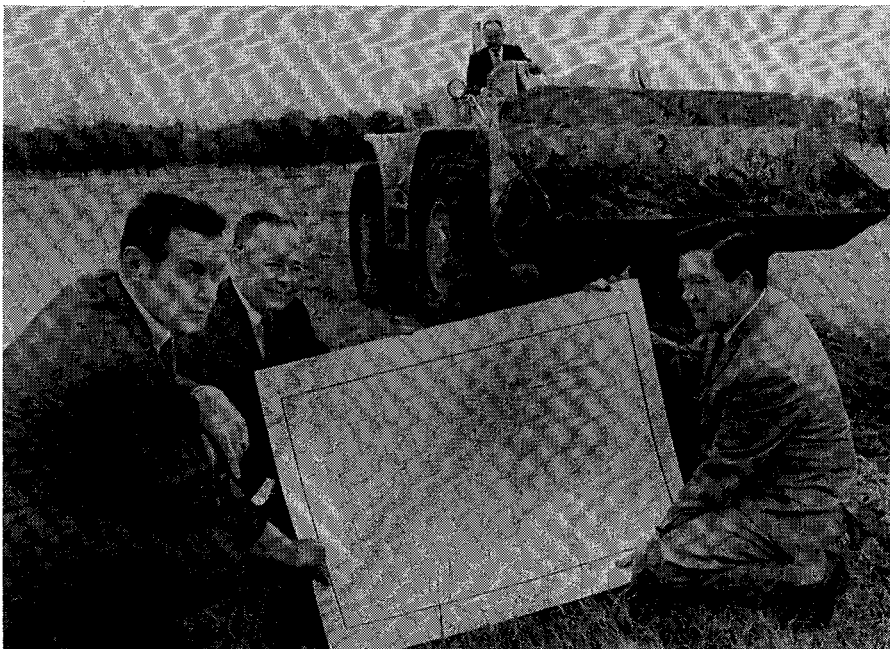
Recreational activities at Motorola in their manufacturing plant located in Quincy, Ill., are planned by and for Motorolans, resulting in participation and support by both employees and management.

Two specific projects that garner good will are "Christmas in July" and "Christmas in December." These programs are ranked by the company's Recreation Committee as most rewarding.

The all-Motorola Variety Show, staged each spring, is one of the committee's most successful activities; it involves the greatest number of recreational manhours of any event. Employees combine their talents to stage a two-hour show of dances, singing, instrumentals and novelty acts. The program is publicized through announcements at the plant and through the cooperation of local news media.

The full-house performance is what provides the donations used to cover expenses and finance the "Christmas in July" project. Gifts are purchased, packed and mailed by Recreation Committee members to husbands, sons and brothers of employees serving in Viet Nam. Letters of appreciation from those receiving packages have proven the value of this project.

Another activity that has found favor with Motorolans is the distribution of food and candy to the needy of the Quincy area during the Christmas holiday season. With the assistance of supervisory personnel, the Recreation Committee appeals for employee contributions of canned goods and food items. Typically, more than two tons of canned and dried foods are donated by employees. This is packed and distributed to needy families, all whom are recommended by Motorolans.



Participating in ground-breaking ceremonies at LTV's new recreation area were many of the corporation's top-level executives. Paul Thayer, president of LTV Aerospace Corp., is the gentleman sitting on the bulldozer in the background. Inspecting a rendering of the master plan proposal for the site are (left to right): J. J. Welch, vice president-manager, Missiles and Space Division, Texas; J. R. Clark, vice president-general manager, Vought Aeronautics Division; and Charles Philbrick, president of LTV Aerospace Employees Club.

The National Shooting Sports Foundation reports that hunting accidents in Utah dropped 71% after the introduction of mandatory hunter-safety courses for licensees.

NEWS ROUNDUP

FROM THE WORLD OF RECREATION

... Trends

AMERICAN RANCHERS and farmers, who are continuously battling the cost-price squeeze, are welcoming profit-making opportunities that fit into their current operations and result in added dollars. Recreation is one of these new areas and many are considering turning a scenic, accessible spot into a campground, which would have potential for adding to their income.

EXECUTIVE FATIGUE is prompting companies to try a wide variety of cures. Company physicians and psychologists say treating "corporate flameout" is getting more attention as the increasing demands of business exhaust executives.

A New York management consultant says some companies have purchased secluded "rest homes" where

managers can retreat with their families for a few days' recuperation. A division of Lever Brothers conducts week-long "sensitivity" sessions of group talk-therapy designed to relieve anxieties.

Often a job change is the best way to treat a burnt-out executive, many companies say. An Eastern personnel man, run ragged by labor negotiations, took a payout to get a less burdensome job. "His blood pressure dropped and his life improved," says his doctor. In contrast, a Midwestern company finds "it's surprising how many tired men simply need more responsibility" to provide "new motivation and challenge."

One Manhattan-based company sponsors an executive culture program, including museum tours during office hours, to relax and "restimulate" managers.

BY DIALING a specific telephone number, visitors to San Francisco are provided a timely, two-minute summary of local entertainment highlights, special events and sightseeing tips, courtesy of the city's Convention & Visitors Bureau. Last year the Bureau's free, 24-hour recorded service racked up 18,800 calls a month. It has been dialed as many as 3,500 times in a day.

... Places and Events

A NEW TYPE OF luxury resort, exclusively for camper, trailers and motor homes, has made its appearance in southern California, 80 miles southeast of Los Angeles. Known as Butterfield Country, this new "camping resort" offers fully-equipped and picturesque sites, plus such amenities as: private fishing lake; separate trails for horseback riding, hondas, bicycles and hiking; swimming; movies; and other types of outdoor and indoor entertainment.

Every weekend since its opening to the public early in April, Butterfield

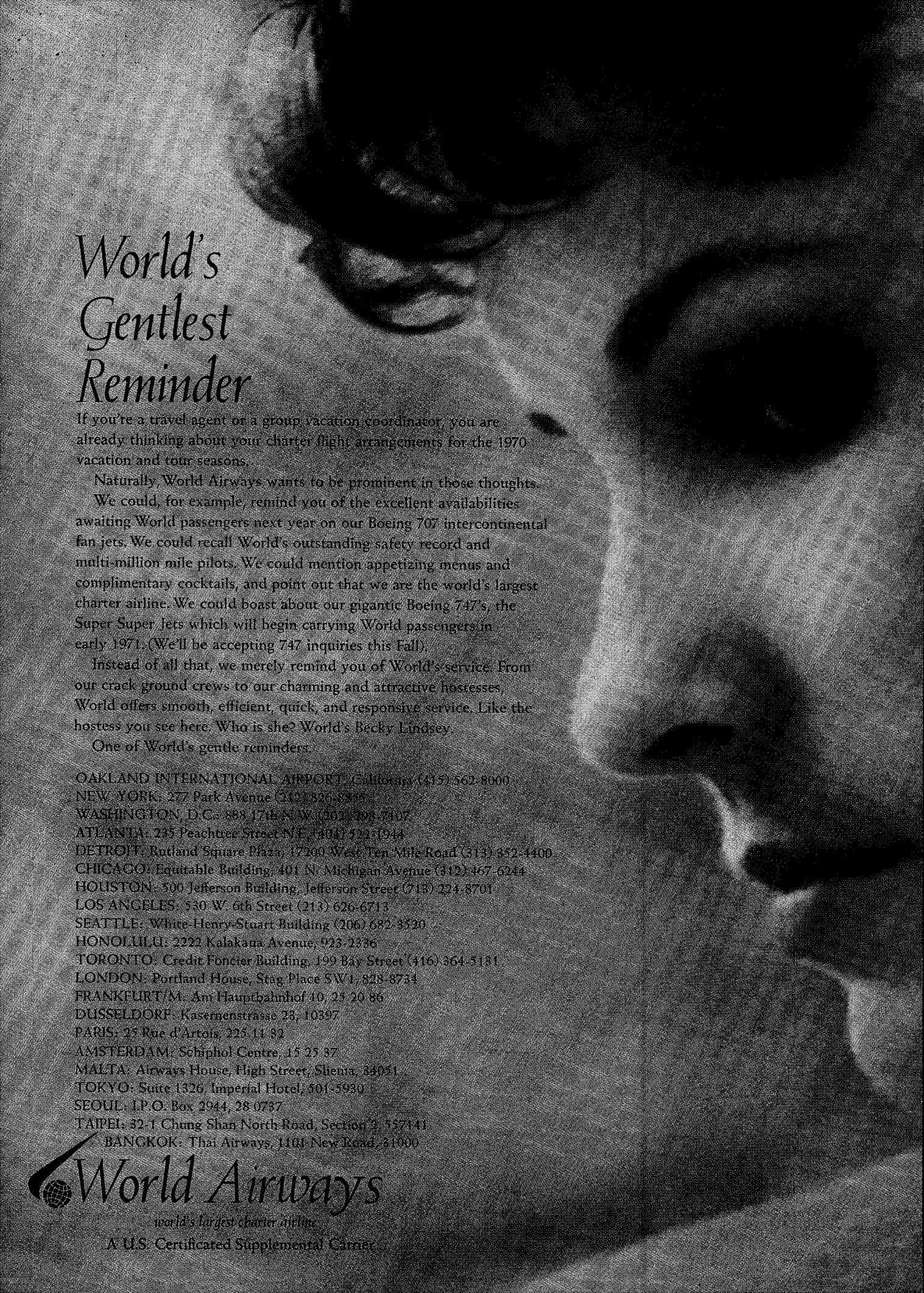
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Instead of all that, we merely remind you of World's service. From our crack ground crews to our charming and attractive hostesses, World offers smooth, efficient, quick, and responsive service. Like the hostess you see here. Who is she? World's Becky Lindsey.

One of World's gentle reminders:

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continued from page 17

News Roundup

has been bulging to capacity. On the basis of demand to date and future reservations, plans are already underway to enlarge the facilities to accommodate 1,000 vehicles by the Spring of 1970.

The major attraction at Butterfield Country is the 850-acre historic Vail Lake. One of the best bass lakes in the state, surrounded by 8,000 acres of private land with extensive newly-constructed resort facilities, combine to make this a unique project among outdoor recreational areas of the West.

THE WOMEN'S FAST PITCH

National Tournament moves to the West after recent successful seasons at Stratford, Conn., and Orlando, Fla.

The city of Tucson, Arizona is all agog over their successful bid for staging the 1969 event, Aug. 22-28, and promises to make the stay of the teams and the many fans a memorable one. The Santa Rita diamonds are the finest, with only minor alterations to be made to facilitate the bumper turn-outs anticipated.

As an added incentive for the competing teams in this year's tournament, the winners will receive a bid to the World Tournament which will be held in Osaka, Japan, August, 1970.

OFFICIALS of the Amateur Trapshooting Assn. will formally dedicate the sporting world's newest Hall of Fame and Museum at Vandalia, Ohio, on Aug. 19. Following ribbon-cutting ceremonies, there will be an unveiling of the portraits of ten legendary old-timers named to Hall of Fame membership. They are:

Capt. A. H. Bogardus, known as the "father of trapshooting";

W. F. (Doc) Carver, co-founder with Buffalo Bill Cody of the famed Wild West Show of the 1800's and instrumental in the introduction of the original clay target;

J. A. R. Elliott, one of the top-ranking live-bird and target shooters of all times;

Rolla O. Heikes, first Grand American Handicap champion;

Fred Kimble, inventor of the choke-bore shotgun and the first composition target;

George Ligowsky, inventor of the original clay target;

Thomas A. Marshall, official historian of trapshooting; Elmer Shaner, prominent in the organization of the sport; Annie Oakley, star attraction of the Wild West Show and instructor for the Pinehurst (N. C.) Gun Club; Mrs. Ad (Plinky) Topperwein, the first woman ever to break 100 straight clay targets.

The museum itself will contain many items of historical importance to trapshooting, such as equipment used by top shooters of previous years, fore-runners of today's traps and targets; displays of early shooting publications; programs of shooting events dating back to the turn of the century; and awards from past tournaments, including the sterling silver J. M. Markham and Gates Hotel trophies, each valued at over \$2,000.

... Personalities

WILLIAM D. TOOHEY, executive vice president of the Tourism Council of Greater Chicago was elected to the post of national chairman, Discover America Travel Organizations, Inc. He moves to the head of the organization from the position of first vice chairman. Toohey has a background of 20 years' experience in working with all business and association components of the travel industry.



Huddled in an informal conference are (left to right): Clarence A. Arata, Robert J. Murphy, Jr., and William D. Toohey.

Retiring as national co-chairmen of DATO are Clarence A. Arata, executive director of the Washington Convention and Visitors Bureau, and Robert J. Murphy, Jr., vice president-Washington representative, of

the Boeing Company. The two men led the travel organizations they formerly headed—The National Association of Travel Organizations and Discover America, Inc.—to the March 11 merger, which brought into being Discover America Travel Organizations.

DATO functions as the trade and promotion association representing municipal, state and regional travel organizations and all businesses which benefit from travel to and within the U.S.

ALLEN H. SEED, JR., executive vice president of **Keep America Beautiful, Inc.**, has suggested a new prescription for hardening the muscles and reducing the waistline. He proposes that all of us get our exercise by taking walks to pickup litter—and we would be keeping America beautiful at the same time.

"Medical authorities agree that walking is one of the best exercises there is, and every calisthenics routine includes some form of bending down from the waist," Seed said. "So why not combine the two in a daily walk to pick up litter?"

"America's highways and byways would be a lot cleaner if 'litter walking' became half the fad that jogging is today," he added.

... Products

A NEW GAME called "Putt-Pool" has been invented by a self-styled "golf nut," William J. Casey, president of Klemtner Casey, Inc., Essex Falls, N.J.

"It's a major breakthrough in the recreation business," said Mr. Casey of his brain child. "It's been a long, long time since the invention of ping-pong, and since any innovations in the indoor recreation field. We've brought golf indoors."

Modeled along pool table lines, Putt-Pool will be played on a 4x7-ft. table golf course, complete with textured grass.

WATER used for surfacing skating rinks should be free of mineral solids that tend to make ice slow and dull skates. For that reason, ice-skating rinks all over the world are now installing deionizers (water conditioning units). "DI water," as it is called, provides stronger, smoother, faster ice, which is important for hockey and curling, as well as for speed skating.

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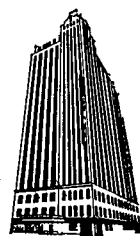
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A convenient pocket-size fishing guide contains helpful hints on fly fishing, bait casting, spinning and trolling. The latest all-tackle world's records and a fly line/fly rod balance chart are also included in the guide. It is available in quantity for use as an envelope stuffer or giveaway at fishing seminars, meetings, etc. For further information, write Ashaway Line & Twine Mfg. Co., Inc., Ashaway, R.I. 02804.

The 1969 edition of "New York State Vacationlands" is a full-color, 96-page booklet listing where to go and what to see among hundreds of historic sites, natural wonders, vacation attractions and resort communities. It gives information on touring, boating, camping and children's attractions and lists schedules and prices of all major points of interest in New York State. To obtain a copy, write to: Travel Bureau, State of New York, Dept. of Commerce, Albany, N.Y.

Certain kinds of pollution can kill animals using rivers, lakes and streams for drinking purposes. During 1966, the Ohio Department of Natural Resources' Division of Wildlife field officers investigated 58 pollution cases which killed more than 794,900 animals. Greatest animal kill came from metal manufacturing sources (459,077), other manufacturing (112,068) and coal mining (106,522). Over 58,000 wild animals were killed in Ohio in 1966 from sewage pollution.

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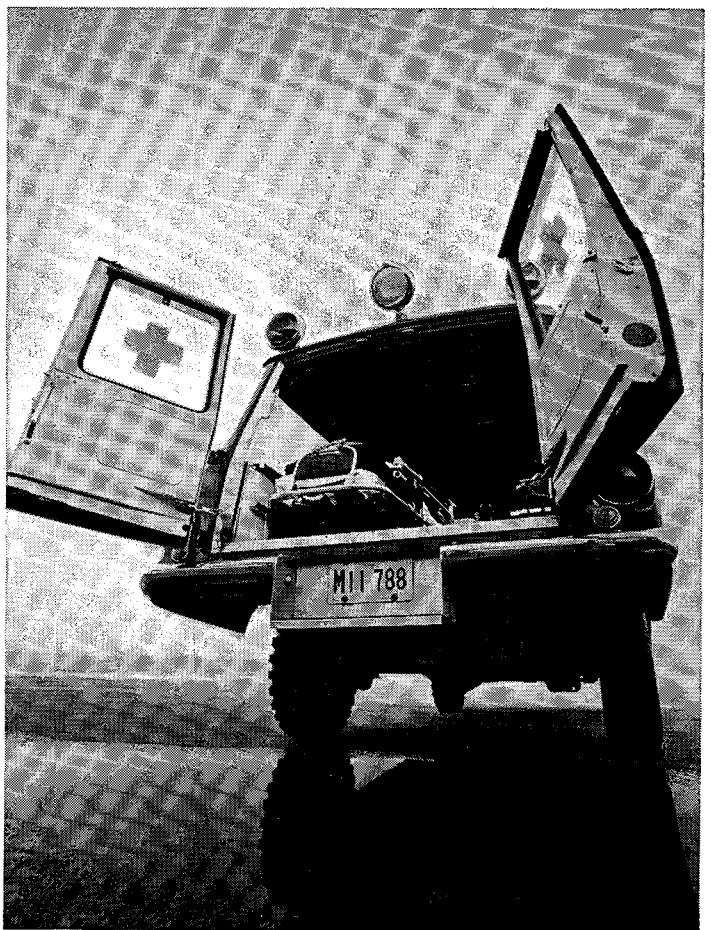
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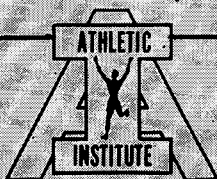
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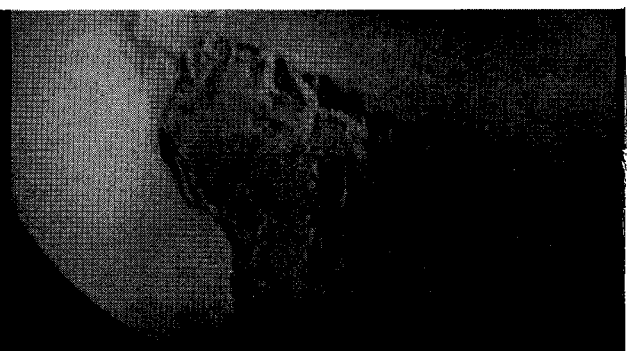
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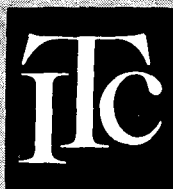
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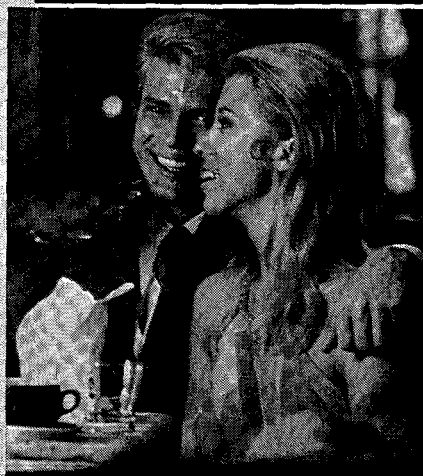
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Your Role and Responsibility in the Travel Market of the Future

by Clarence A. Arata
Executive Director,
Washington Convention
& Visitors Bureau

Condensation of a keynote talk delivered at NIRA's 28th National Conference, in St. Louis, Mo., June, 1969.

Over the years in which we have been coming to NIRA conferences, the growth in employee travel has been amazing. It is hard to believe that in only ten years you have progressed from a handful of companies with travel clubs to the point where today a company without a travel program is the exception.

If we look at the million-dollar travel programs of firms like Eastman Kodak, Lockheed Corp., General Motors Corp., Ford, and Thompson Ramo Wooldridge Company, and project these programs into the 9,000 firms employing 500 or more people, we come up with a movement of people which staggers the imagination. And I want you to know that DATO, the "umbrella" association for the travel industry, finds this load of travelers you deliver a happy burden to bear.

You recreation directors with employee travel programs are cutting deeply into the "no-goes," those Americans who have never traveled over 200 miles from home. Before you started opening doors for these people, we used to say they made up half of the U.S. population. Thanks to you, this figure needs to be revised downward—as does another statistic which has it that 80% of the American public has never been on an airplane. This percentage probably was accurate before you started to infect people with the travel bug, but not anymore.

Now the great thing about your selling these "stay-at-homes" on first-time travel is that after they have had their feet on the road once, they will itch to go again and again. And these carriers of the travel bug, whom you initially in-

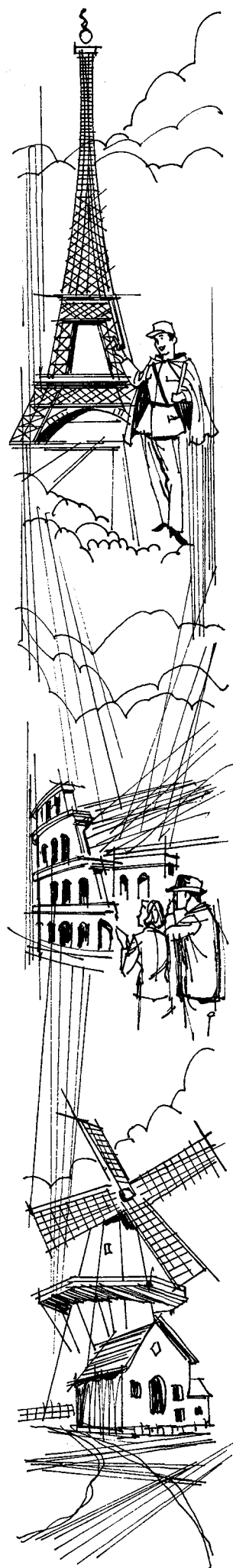
fect, spread the delightful malady, "travelitus," everywhere they go—among the folks back home, to friends and neighbors, to fellow church and club members, to anyone who holds still long enough to hear their favorite conversational line, which begins with "now when I was in . . ."

For these reasons you—the company recreation director—are the greatest thing to hit the travel industry since the introduction of the road map. Though, I must admit, I heard this disputed the other day. Someone said a bill just passed by the Illinois House of Representatives is the greatest boon to travel since road maps; it is a bill that outlaws pay toilets. However, I still go along with the first assertion—you and your employee-travel programs have put more people on the highways and in the skyways, and in hotels and motels, than any other recent development.

While I thank you individually, I must also thank you collectively—that is, your NIRA Travel Council. Credit for the growth in employee travel goes in large measure to it. The Council has promoted employee travel through exhibits and conference programs, and through your fine publication, RECREATION MANAGEMENT. I also want to commend your executive director, Don Neer, who as early as 1958 saw the vast potential of employee travel and organized the National Industrial Travel Council. What you have done through your Council in these eleven short years shows what can be accomplished when you tap the power that comes from pulling together.

It was the desire to plug into the same pulling together power which, on

"... You, the company recreation director, are the greatest thing to hit the travel industry since the introduction of the road map ..."



"... As more plants decentralize and move out of the inner city, the greater will be the need for a company recreation director who can also serve as employee vacation coordinator ..."

March 11 of this year, brought into being Discover America Travel Organizations (DATO). We created DATO out of the merger of Discover America, Inc., the non-governmental travel promotion program established by congressional resolution and presidential proclamation in 1965, and the National Association of Travel Organizations (NATO), the all-encompassing travel trade association founded in 1941.

DATO's purpose is to increase travel to and within the United States through member services and public service advertising. Membership in this new, non-profit trade and promotion organization is held by state travel departments and a complete cross-section of travel-related organizations and businesses. These range in size from one-man operations to large corporations and associations (including NIRA), which represent components of the industry.

I want you to know that DATO is reinforcing your work to move more people every step of the way. By working together, by tying-in, by plugging into projects of mutual interest, we will get more people traveling more often. This is the recipe for baking a bigger travel pie and enlarging the slice we each get.

If you think we have seen travel take off like Apollo 11, the future will show that "we ain't seen nothin' yet!" And as travel rockets upward, your prestige and pay as the organizer of your company's employee-travel program will take off moonward, too. Moreover, the bidding for your skills is going to become highly competitive. As more plants decentralize and move out of the inner city, the greater will be the need for a company recreation director who can also serve as employee vacation coordinator.

The auguries are there for the future, and added up, they all spell travel. For example, the United States will enter the 1970's with a population of 207 million which will grow to 250 million by 1980. In other words, we will have added as many potential travelers as are now living in the combined states of New York, Pennsylvania and New Jersey.

There is also solid evidence on which to base a prediction that by 1975 more than 26 million U.S. families will have incomes of over \$10,000 yearly. And the travel market is generally considered to

be made up of families in this \$10,000 and over income bracket.

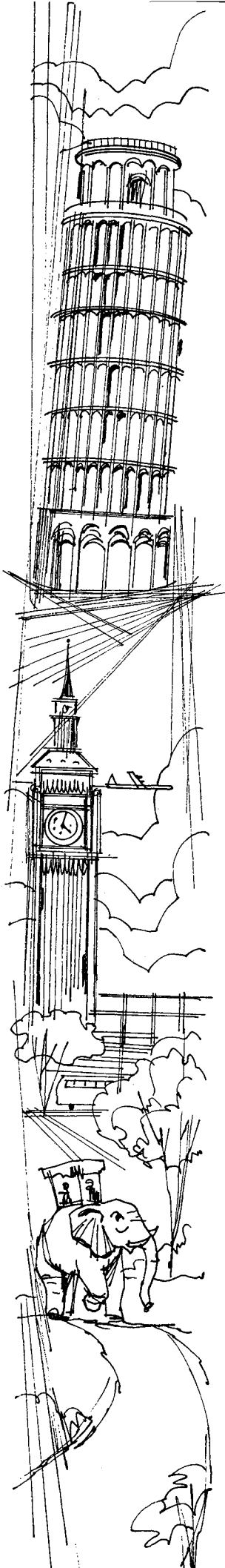
Added to these opportunities for increasing travel are those inherent in the explosion of technology in transportation. By 1971 the Boeing 747 will be in service transporting up to 490 passengers. Based on market forecasts, Boeing anticipates that 21 cities will have regular 747 passenger service, with a total of 280 passenger flights originating daily from these cities. Just five years after that, in time for the 200th birthday of our nation—1976—the total world fleet of 747's will be about the size of today's 707 fleet. This air bus development promises significant economies for your programs and for all travel.

While we look forward to the increase in the travel market which these developments will bring, we should remember the word "opportunity"—that is, along with each opportunity comes a responsibility.

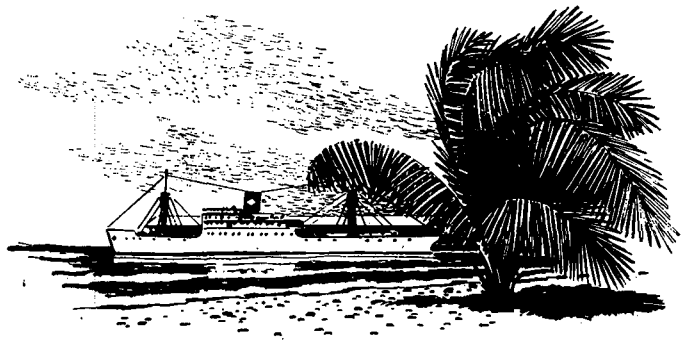
For the great mass of our citizens to gain the world awareness that comes through travel, and which is essential to a democratic citizenry, DATO has the responsibility to create low-cost package tours. While for your part, you have a responsibility to offer these to a wider cross-section of your employees.

And both of us have the responsibility to attract more foreign visitors to our land and to make them feel at home here. We need to do this not only because it will increase international understanding, but because it also will strengthen the U. S. economy by reflowing dollars to our shores.

Now I am going to leave you with a challenge. I would like to see NIRA and your Travel Council sponsor a conference, to be held in the U. S., with foreign companies and corporations interested in employee travel. This would be a workshop where beginners could learn from you experts in the field, experts could learn from each other, and you could schedule appointments for your foreign counterparts who want to bring their employees here. These appointments would be with U. S. wholesalers; tour operators; sightseeing firms; car rental, bus, and rail companies; and accommodations and attractions people. If you do this, you will be helping yourself and helping our country. And you will be meeting your "opportunities." ■



A Cruise Vacation: an answer to club's search for novelty



This happy-looking group are all employees of Chase Manhattan Bank enjoying a Caribbean vacation cruise aboard Grace Line's "Santa Paula."



What does a recreation club offer its members in the way of a totally organized vacation, when over the past five years the directors have arranged trips to such points of interest as Puerto Rico, Hawaii, Mexico and Europe?

This was the problem confronting the Chase Manhattan Club. Club members—all employees of Chase Manhattan Bank branches throughout the New York area—expressed a desire for something a little more unique. They decided to explore the possibilities of a cruise.

After checking with other recreation associations that had taken cruises and talking to friends who had sailed as independent passengers, they felt a cruise would really be the type of vacation a good portion of the membership might enjoy. A call placed to Grace Line produced an invitation to the Industrial Recreation Directors Association of New York to hold a meeting aboard the

Line's "Santa Rosa." This occasion provided Club officials with the chance to investigate the ship's conveniences and recreational facilities. Apparently, they were satisfied with what they saw, since they proceeded with plans for initiating a vacation cruise.

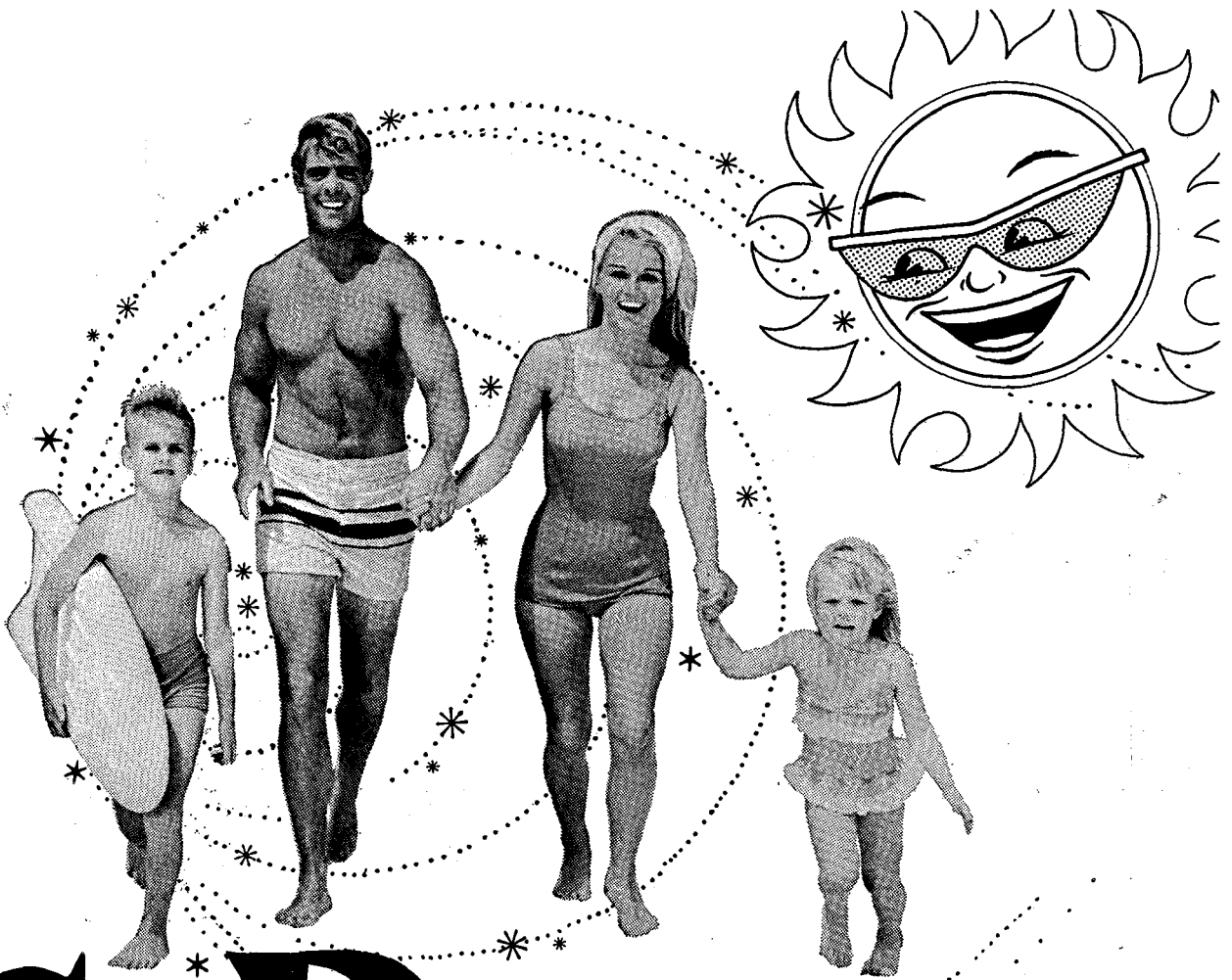
In the early stages of planning, a Grace Line representative was available at all times to answer questions and to offer recommendations. Colorful posters were supplied to the Club to assist in the promotion of the cruise. Placement of the posters in the bank's offices created an aura of excitement and a mood of anticipation. Announcements about the cruise were inserted in the Chase Manhattan Club house organ, reminders were made by members at special club functions, and folders were sent out at regular intervals.

While the promotional efforts were in process, Edward Gaydosh, executive secretary of the Club, and his staff worked out the allotment of staterooms

with the reservation specialist at Grace Line. Eventually, all available space was sold. And, after months of planning, the day arrived when members boarded the luxury liner and entered a world of countless days of fun and entertainment, including sightseeing and shopping in the exciting ports of Curacao, La Guaira, Aruba, Kingston, Port-au-Prince and Fort Lauderdale.

On board there was swimming in the deck pool, deck tennis, shuffleboard, and even trapshooting, which kept the sports enthusiasts pleasantly occupied. In fact, twenty-four hours a day of fun was all there for the members to enjoy. There was top-flight entertainment, along with the Captain's dinners, costume parties, and memorable nights under the Caribbean stars.

But, all good things do come to an end, and members of the Chase Manhattan Club now have their memories. They found the cruise a delightful kind of vacation, and talk has it that many want to do it again. ■



St. Pete

The Happy People Place

The "Real" Florida Resort for Happy Employees

St. Pete is where you find the "Real" Florida...the Florida of clean, uncrowded white sand beaches...of palm trees swaying in tropic breezes...of sporty fish awaiting your lure in Gulf, bay or river...challenging golf courses, fascinating attractions, dog racing, horse racing, jai-alai and major league baseball in season. Poster promises come true in St. Pete...and at prices that make it fun for the whole family.

Make your people happy at St. Pete, the Happy People Place. Send for your supply of helpful ST. PETE promotion material and GROUP VACATION INFORMATION.

R. M. O'Hare
St. Pete Area Chamber of Commerce
St. Petersburg, Florida 33701

Please send St. Pete promotion material and Group Vacation Information.

NAME.....
COMPANY.....
ADDRESS.....
CITY.....STATE.....ZIP.....



ITINERARY PLANNING GUIDE

for Foreign and Domestic Group Travel

Vacationing employee groups will travel to the ends of the earth in the coming year. With the increasing prevalence of three and four-week vacations, it is possible for company groups to arrange tours listed below so that they may fly one way and cruise the other. This way they can enjoy the best of both modes of travel on a single tour.

As an aid to travel club officers and recreation administrators, R/M briefly outlines some sample tours. If the areas profiled here coincide with the interests of your groups, R/M can help you obtain the best all-around information, including specifics on accommodations and prices. Just indicate your interests on the attached postage-free reply card, tear out and mail. Information will be forwarded to you promptly.

EUROPE

E1. IRELAND-ENGLAND-SCOTLAND

Tours center on Dublin, London, Edinburgh, and can include all the historic sights of the British Isles. Schedule a trip to the Shakespeare country. Plan a trip around a group hunting or golfing expedition to Ireland and Scotland.

E2. FRANCE-HOLLAND-BELGIUM

Center your tour on Paris, Nice, Lourdes, Amsterdam, Brussels. See the Chateaux country, Normandy, Brittany, The Pyrenees. End with a Rhine River trip through rural Holland.

E3. GERMANY-SWITZERLAND AUSTRIA

See Berlin, Frankfurt, Munich, Zurich, Lucerne, Geneva, Interlaken, Innsbruck, Salzburg, and Vienna. Include a Rhine River excursion. Visit the great medieval cities of Central Europe.

E4. SPAIN-PORTUGAL

Tour Lisbon, Madrid, Barcelona, Palma. Include a motor coach tour of rural Portugal. Other "Andalusian highlights" include jaunts through Granada, Cordova, and Seville.

E5. ITALY-GREECE

Start from Rome. See Milan, Florence, Venice, Naples, Genoa, Palermo, and Capri. Visit Athens and view the "glory that was Greece."

E6. NORWAY-SWEDEN-DENMARK

Visit Copenhagen, friendliest city in Europe. See the major cities of Scandinavia, including Stockholm, Oslo, Elsinore, Gothenburg and Bergen.

E7. THE MIDDLE EAST

Explore the great cities of the exotic Middle East including Cairo, Beirut, Jerusalem, Haifa, Istanbul. Side excursions to the Pyramids, Troy and Galilee.

E8. MEDITERRANEAN CRUISES

You can start from the U.S. or from a European port and visit the French Riviera, North African ports, Italy, and the Greek Islands. A variety of special cruise packages exist with your ship serving as your floating luxury hotel.

OTHER FOREIGN

F1. MEXICO

Arrive in Mexico City. Visit world famous sugar plantations, sulphur springs, resorts, Mexico City proper. Take trips to Pyramids of the Moon and Sun, and Shrine of Guadalupe. See a bullfight. Visit Acapulco.

F2. THE PACIFIC

Jet to Tahiti. Perhaps see Bora Bora and New Zealand. Combine with trip to Hawaii. See the world's newest and fastest growing vacation area.

F3. THE ORIENT

Stop over in Honolulu. Visit great cities of Japan, including Tokyo, Nikko, Yokohama, Kyoto, Osaka. Also see Hong Kong, Macau, Taipei, Tulien. Make additional stops at exotic Bangkok, Kuala-Lampur, and Singapore.

F4. TRANSATLANTIC CRUISE

Starting from New York, you leisurely cross the Atlantic to "do the continent." Luxury and comfort at bargain prices on your vacation begins the moment you step aboard.

F5. SOUTH AMERICA

Fly to Rio de Janeiro. See booming Sao Paulo, Montevideo, Buenos Aires, Santiago, and Lima. Visit the Inca ruins. Visit ultramodern Brasilia, see Chilean Lakes, towering Iguacu Falls.

F6. CARIBBEAN CRUISES

Start from New York. Cruise to the Caribbean aboard luxury liner. Ports of call include St. Thomas, Fort de France, Curacao, Nassau. Experience the magic of the Indies.

DOMESTIC

D1. HAWAII

Jet to Hawaii from home city. Enjoy a traditional Aloha flower welcome in Honolulu. Swim at Waikiki. Try a luau dinner. Visit Pearl Harbor and the scenic delights of tropical Oahu. See the exquisite Outer islands. Take cruise ship back to San Francisco. Fly home.

D2. WESTERN TOUR

Starting from California, see Los Angeles, San Francisco, San Diego, national parks, Sierras, include Reno and Las Vegas, on to Colorado's Estes National Park. Jet to home city via Denver.

D3. LAS VEGAS AND RENO

Still the "Monte Carlo" of America, Las Vegas is a first rate group destination. See the famous gaming houses, nite spots gay with neon illumination. Consider including jaunts to Lake Mead, Grand Canyon, Zion National Park, and Death Valley.

D4. AMERICAN CANADIAN ROCKIES

Start from Billings, Montana, and ride by streamline train and motor coach through the breathtaking Rockies. See Glacier Park, Yellowstone, and much of scenic Montana. Or organize a winter excursion to Denver, mecca of ski enthusiasts the world over.

D5. MIAMI BEACH AND STATE OF FLORIDA

Jet to Miami Beach, "Land of Sunshine." Stay in one of the many fine ocean-front hotels or motels. Schedule side tours, such as the Everglades and the Seaquarium. Take a local cruise. Motor over Tamiami trail to west coast of state. Stop at Sarasota, see famed Ringling Brothers Circus Museum. See the porpoise and seals perform at St. Petersburg Beach's new Aquarium. Jet home from Tampa.

D6. MIDWEST

See Chicago, Springfield, Illinois, and historic Lincoln shrines in Illinois' "Lincolnland." Take a cruise on Lake Michigan. Travel by bus to Mackinac Island, through Michigan's most beautiful areas.

D7. NEW YORK CITY

Favorite all-time tourist attraction in the U.S.A. Jet to New York. See Broadway plays, attend concerts, see ball games. Visit museums. Tour city and view from atop RCA building. Empire State building, and others offering aerial views.

D8. WASHINGTON-WILLIAMSBURG

Visit the Capitol, Supreme Court, Library of Congress, Lincoln Memorial, Arlington Cemetery, Georgetown, as well as Mt. Vernon, a short distance outside of the city. See colonial Williamsburg, restored as it appeared in George Washington's day. Perhaps include a side trip to Maryland, to see Annapolis—home of the United States Naval Academy.

D9. NEW ENGLAND

Take a motorcoach tour of New England, 1,200 miles of scenic land, including Berkshire Hills, Green Mountains of Vermont, White Mountains of New Hampshire, Portland, and New England's rock-bound coast. See Boston, Lexington, Cape Cod.

SPECIAL INTEREST TOURS

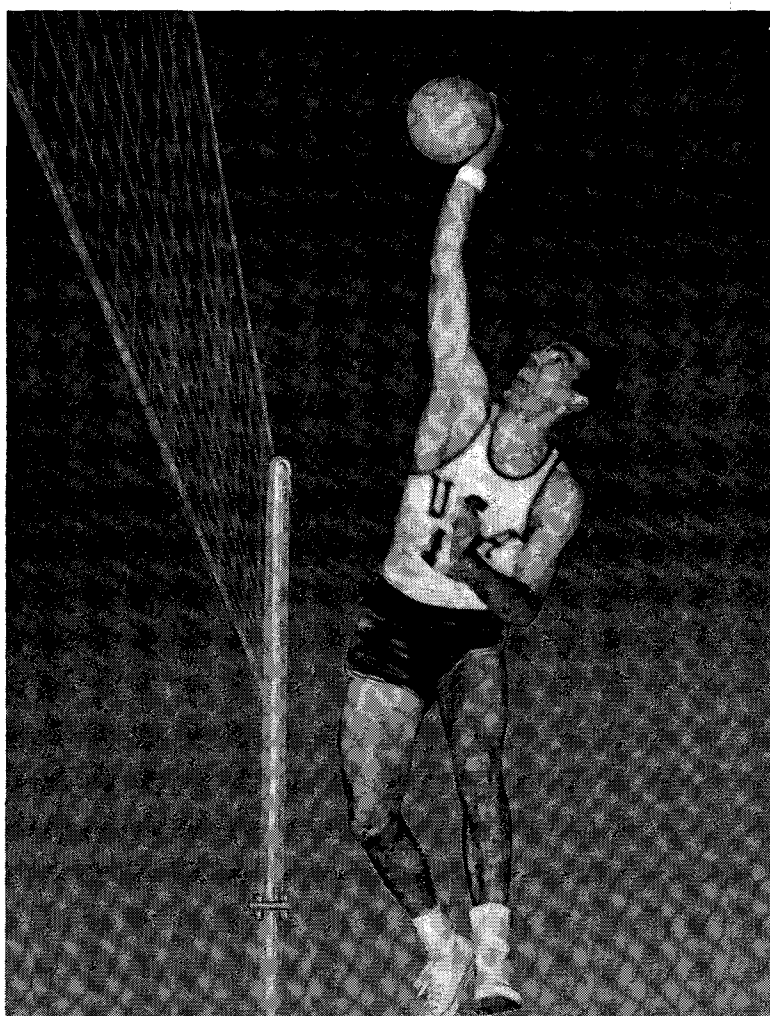
A travel natural for employee groups are the trips and tours which explore the "special interests" of the participants while at the same time fulfilling their urge to travel. The industrial recreation director has "ready-made" interest groups composed of many different clubs that are incorporated into his recreation association, i.e. the camera club, the garden club, the rod and gun club, etc. Many interesting tours can be fashioned for each one of these clubs. If you would like information on tours for a special interest group not listed below, just write in your choice on the card.

S1. FINE ARTS TOURS

The cultural-minded employees of your company will be interested in visiting the artistic and historically prominent sites in Lisbon, Madrid, Barcelona, Rome, Athens and Vienna. Also, several opera visits are included in this tour.

S2. FISHING TOURS

Fishing enthusiasts can pit their angling skills against Atlantic salmon in the rivers of Scotland, Arctic char in the lakes of Norway, brown trout in the streams of Germany. All this and spectacular scenery.



POWER VOLLEYBALL

*Full Color "Sport Techniques" 8mm
Loop Films Show it Like it is.*

*Pan American Games gold medal winners
demonstrate fundamentals of*

THE SERVE • UNDERHAND PASS • THE SET
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Freeze Frames and Slow Motion sequences emphasize key Power Volleyball techniques. Cartridge loops never need rewinding and slip into a lightweight projector in seconds. Simplicity of operation allows anyone to show films without special instruction.

SUPER 8 OR STANDARD **\$13⁰⁰** each SET OF FIVE FILMS **\$58⁵⁰**



For details on all "Sports Techniques"
Instructional Aids, write for a catalog.

THE ATHLETIC INSTITUTE
805 Merchandise Mart Chicago, Illinois 60654

ITINERARY PLANNING GUIDE

S3. GARDEN TOURS

Your garden club members will find this tour of Europe a delight. Some of the finest landscaping and gardening in the world is on display at such spots as the manor houses of Britain, the public parks of Paris, not to mention "tulip time" in Holland.

S4. GOLF TOURS

Golf your way around Europe. Play the most famous courses in the British Isles and the Continent in the company of your favorite golfing partners. Play St. Andrews in Scotland, the Royal Waterloo in Brussels, and St. Cloud in Paris, to name a few.

S5. HUNTING TOURS

Hunt stag in Ireland, grouse in Scotland, wild boar in the Black Forest on some of the world's finest and most famous shooting preserves. Spend your nights in magnificent castles and manor houses once occupied by royalty.

S6. OPERA TOURS

Music and opera-lovers from your firm will enjoy the rare treat of hearing opera from New York through seven European operatic centers. Attend performances at La Scala in Milan, the famous State Opera in Vienna, Rome's Teatro Constanzi and Paris' ornate Opera House.

S7. SKI TOURS

For your ski buffs who long to try the legendary slopes of Europe. Choose from St. Moritz, Innsbruck, Chamonix, Garmisch, Cortina or any of the other fine resorts throughout the Alps.

S8. WINE TOURS

The gourmets of your company will go for this. Visit the classic wine producing areas of Europe, the magnificent chateaux of Bordeaux, the beautiful Cote d'Or of Burgundy, the fairytale atmosphere of the Moselle and the Rhine.

Order an island. To go.

On Grace island we deliver. We offer everything other islands have, and more. Because you can take ours to the Caribbean. Grace island is two luxury liners, the Santa Rosa and Santa Paula. Each can take a group of up to 300 on a 13 day cruise to the Caribbean and South America. With stops at Curacao, Caracas, Aruba, Kingston, Port-au-Prince and Ft. Lauderdale. On board your group can be as busy or as lazy as they want. There's an outdoor pool that's the largest afloat. Trap shooting. Deck sports and entertainment. Parties and night clubs. Breakfast in bed and mid-day buffets on the sunny La Playa Deck.



The ships are all First Class. Every stateroom has an ocean view, private bath, and its own thermostat. The dining room is high above water with a panoramic ocean view on both sides. And everyone is served at one sitting.

The ship's service and style is famous throughout the resort world.

The next time you're planning a group vacation, call or send the attached coupon for more information about Grace Line cruises and our special reduced group rates.



Safety Information: All Grace Line passenger ships are registered in the United States and meet International Safety Standards for new ships developed in 1960, and meet the 1966 fire safety requirements.

Mr. Fred Metcalf, General Passenger Sales Manager RM-969
GRACE LINE
3 Hanover Square, New York, N.Y. 10004

Please send me more information on Grace Line's
13 day Caribbean cruises at special group rates.

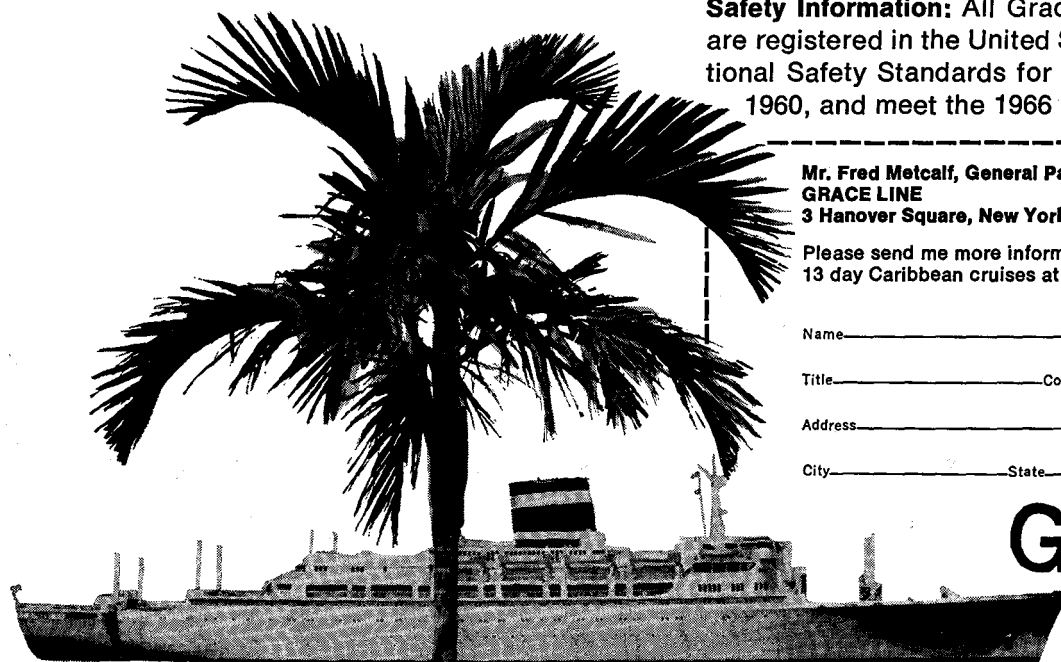
Name _____

Title _____ Company _____

Address _____

City _____ State _____ Zip _____

**Grace
island.**



INNOVATIONS

in RECREATION and TRAVEL

Florida's Walt Disney World: Resort and Recreation Complex

Construction on the new "Magic Kingdom" amusement park at Walt Disney World, 16 miles southwest of Orlando, Florida, was started at the end of May. The first contract for above-ground construction was let after more than twenty months of design and land preparation at the site of this new complex. Expected to serve 8,000,000 tourists during its first year of operation, Walt Disney World will open in October, 1971.

When completed, a vast vacation-land—2,500 acres devoted exclusively to resort and recreation—will surround 650 acres of man-made lagoon and natural lake. In addition to the new "Magic Kingdom" theme park, similar to California's Disneyland, plans call for the construction of five related resort hotels, an entrance complex, and complete facilities for outdoor recreation and entertainment on both land and water. A trans-

portation network—monorail water craft and land vehicles—will provide convenient access to all attractions.

The resort hotels, to be constructed before and during the first five years of operation, will vary in size from 500 to 750 rooms, and will be themed along Contemporary, Polynesian, Asian, Venetian and Persian motifs. The first two hotels, to be ready on opening day, will be constructed by United States Steel's new USS Realty Development Division, and will employ the world's first major use of steel-framed unitized, or modular, construction.

This new construction method will provide valuable experience for the Disney organization as it moves toward the eventual construction of "EPCOT," Walt Disney's own concept for an "Experimental Prototype Community of Tomorrow." This living, working community of 20,000

people, planned for the second phase of Walt Disney World, will be located on a site adjacent to the recreation complex.

Among the technological advances to be introduced at the resort vacation complex will be the world's first totally integrated, computer-based communication system, designed by RCA to provide operations, communications and management information for all of Walt Disney World.

Further, the Aerojet-General Corporation, a subsidiary of the General Tire & Rubber Co., is designing an automated trash collection and removal system for use throughout Walt Disney World. The first of its kind in the United States, it will utilize underground pneumatic tubes to quickly, economically and hygienically remove trash from all sections of the facility and collect it for centralized disposal.

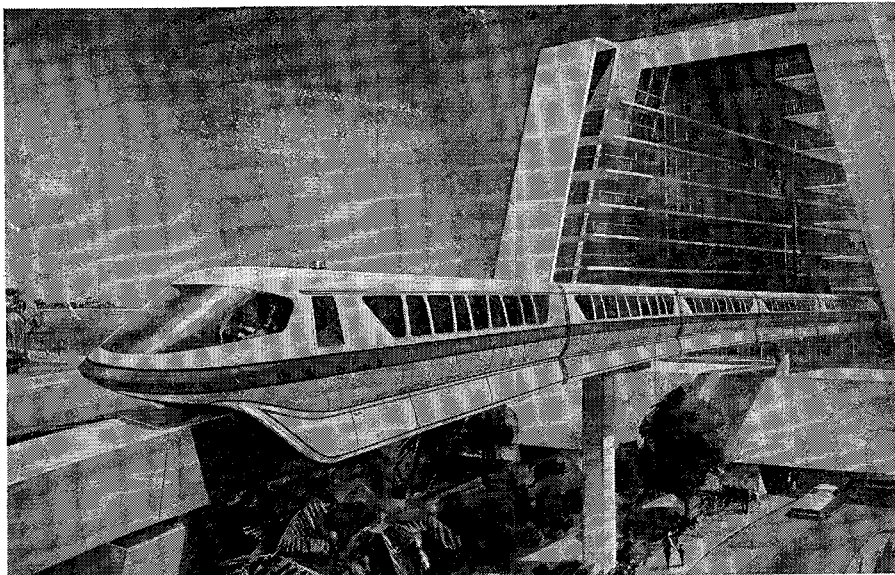
All in all, Walt Disney World, destined to become a complete family "Vacation Kingdom," represents the largest total recreation and entertainment enterprise ever undertaken by a single company. ■

Get Away To It All . . .

A unique travel business that operates as a sort of "super" travel agent for total service sporting and adventure trips is Winchester Adventures. Adventures for outdoorsmen to more than 40 of the world's best sporting areas on five continents can be arranged by this organization, the travel operation of the Winchester-Western Division of Olin Mathieson Chemical Corp.

In addition to big game hunting and fishing, wilderness canoe trips, whitewater expeditions, photo safaris, wilderness pack trips on horseback, bird shooting and coursing are offered. Roger Hall, general manager for Winchester Adventures said, "We can arrange something for everyone, in terms of both price and sporting taste—everything from a week of salmon fishing on the peat-stained Thurso River in northern Scotland for \$210, to a classic East African safari that can cost a hunter more than \$6,000 a month."

A random sampling of other Winchester Adventures trips:



© Walt Disney Productions

The monorail system at the Walt Disney World will provide a spectacular view of the entire "vacation kingdom"—nearly 2,500 acres of resort and recreation land, stretching nearly three miles from east to west and almost two miles from north to south. This scenic "highway in the sky" will connect each resort hotel with the "Magic Kingdom" park.

- Hunt for exotic Siberian Argali sheep and ibex in Mongolia
- Steelhead fishing in the tumbling coastal rivers of British Columbia
- Classic tiger shikars in India
- Marlin fishing off the coast of Ecuador
- Driven shoots for red-legged partridge in Portugal
- Jaguar hunts in the steamy jungles of Brazil
- Pack trips into the lush alpine country of the Rocky Mountains
- Exotic hunting and big game fishing on the island of Hawaii
- Fox hunting in the west of Ireland
- Big game hunts in the wilds of Alaska
- Customized camera safaris in Tanzania
- Stag stalking in the Argentina Andes

Each trip is packaged on a total service basis (exclusive of scheduled air transportation), with the sport and all other arrangements included — accommodations, licenses, gun permits, guides, and interpreters and beaters where necessary. All trips are saleable through approved travel agents and airlines offices around the world, or through the organization's headquarters in New York and in Paris.

Each outfitter and area that Winchester Adventures uses has been thoroughly checked out in advance by highly qualified experts on the staff. This assures availability of game and fish, competence of the outfitter and the excellence of operation.

The company's staffers are constantly in the field, searching out new sites and outfitters to add to its rapidly growing roster of special interest travel. Future plans call for skin diving trips, ski tours, yacht charters and mountain climbing expeditions, to mention but a few. "We are interested in anything that falls in the category of quality sport and adventure, anywhere in the world," said Mr. Hall.

As a natural extension of its worldwide adventures program, Winchester has already made equity investments in tourism facilities and operations in Africa and in South America, and is surveying additional travel industry activities around the world.

Winchester Adventures plans to become the quality broker to the worldwide sporting community and the travel industry. ■

Fly In/Camp Out Vacation Plan

The Carolinas have long held a reputation as a variety vacationland. Its mountains, valleys, lakes and sea coast offer some of the best outdoor recreation in the East. This year its many attractions are opening to campers from all over the United States with a new vacation program that puts Carolina camping as near as the local airport.

"Fly In/Camp Out" vacation, as it is called, is a new concept that combines fast jet air transportation with low-cost, mobile camper rentals—and with none of the problems usually associated with getting to camping areas and back.

Fly In/Camp Out vacationers fly to Charlotte where they are met at the airport to pick up mobile campers reserved in their name. The campers rent for \$185 per week for a self-contained unit that sleeps six and \$297 for a luxurious motor-home that accommodates up to eight persons. All the self-drive campers have built-in stoves, sinks, water supply, ice box, toilet facilities, bedding and cooking utensils.

Within an hour after arriving in Charlotte aboard Eastern Airlines jets, campers are on their way to Cross County Campground, just 30 minutes outside of the city. Here, they have a reserved first-night accommodation at

a fine new camp facility—one that features an 18-acre stocked lake, graded wading stream, heated swimming pool, playground, hiking trails and horseback riding. A fully stocked provision store, laundromat and recreation pavilion are also there to make outdoor living easy for the campers.

The following morning, campers head for the hills or the shore, traveling through magnificent waterfall country where hundreds of mountain streams cascade through glades and ravines. Streams and mountain lakes teem with a variety of game fish.

Following special Fly In/Camp Out itineraries, families can search for precious emeralds, sapphires and rubies at Cowee Valley gem fields or visit Oconaluftee Indian Village, one-time home of the Cherokee Indians, to watch the stirring "Unto These Hills" pageant.

Along the Blue Ridge Parkway spectacular scenery abounds everywhere. And in the Great Smoky Mountain Park Overlook and Heintooa, campgrounds provide a memorable overnight stop.

A restored ghost town on Ghost Mountain, Frontierland, trail rides at Cataloochee Ranch, and stops to watch hill-folk create native crafts are all part of the colorful Carolina



Fully equipped playgrounds, swimming pools, hot showers and laundry facilities are just a few of the modern campground features that have added to the tremendous growth of camping in the Carolinas, and in Florida as well. By combining fast jet travel with low cost, self-drive camper rentals, Eastern Airlines' new plan is opening these camping paradises to thousands in the East and Midwest.

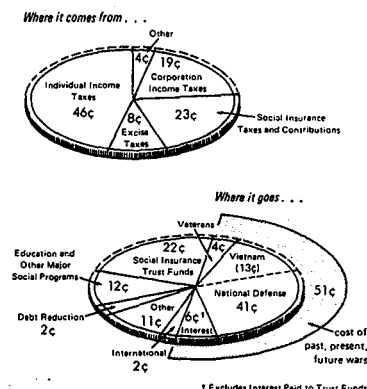
Fly in/camp out

scene. Throughout the Smoky Mountains visitors can also stop to join in barn dances, visit museums and watch Scottish Clan games at Grandfather Mountain.

Rich in history, folkways and wide open spaces, the Carolinas offer exceptional vacation adventure. For families and groups on the go, the Fly In/Camp Out plan offers new opportunities to discover outdoor America.

The new vacation program was created by Camp America Inc. for Eastern Airlines, in a combined effort to achieve new horizons for outdoor recreation. ■

THE FEDERAL BUDGET DOLLAR:
THE STORY OF \$190 BILLION*



Fiscal 1970 estimate
* President Nixon's estimates for fiscal 1970 are:
expenditures, \$192.9 billion; revenues, \$198.7 billion
Source: Bureau of the Budget

By **Carl H. Madden**, Chief Economist
Chamber of Commerce
of the United States

WHAT YOUR FEDERAL TAX DOLLAR

BUYS—Every dollar of federal taxes buys about 51¢ of past, present, and future defense and 49¢ of everything else. The Vietnam war takes 13¢ of your tax dollar. Veterans benefits (4¢) and interest on the public debt (6¢) stem mainly from past wars. You buy 22¢ worth of Social Security, 12¢ of education and social programs, 2¢ of international aid, 2¢ of debt reduction and 11¢ of everything else (mainly, running the machinery of government). Our April 15 headache yields \$90 billion—only 46¢ of the tax dollar. Social Security and corporation taxes pay most of the rest. If you want lower taxes, government costs—either defense or domestic—must be cut somewhere.

TRAVEL SHORTS

Nassau's surrey fleet rejuvenated

Nassau without surreys would be unthinkable as Paris without the Eiffel Tower. But keeping the Nassau surrey fleet in operation has become increasingly difficult in recent years.

There is but one remaining place in the United States where this type of surrey is obtainable. Replacement parts have not been readily available in the past, so the surrey owners have been forced to make-do with baling wire and chewing gum for repairs. Replacement horses have been a problem, too.

To combat this attrition in a venerable Nassau institution, the Ministry of Tourism has purchased twelve new surreys from its U. S. source and has ordered a number of new horses from the island of Eleuthera. Additional purchases are planned so that virtually all surreys will be replaced with new ones within the next year.

The established fare for a one-hour tour is \$4 for three passengers or less. Recognizing that this very reasonable rate does not yield the surrey owner a fortune, the Ministry is absorbing 50 percent of the cost of the new surreys.

Fiji will emerge as South Pacific resort area expert predicts

The Fiji Islands are becoming in the South Pacific what Hawaii is in the North Pacific and the Caribbean Islands are in the Atlantic—the center of a burgeoning tourist boom. The Fijis will emerge as the travel crossroads of the Pacific, in the opinion of Leonard Gross, director of the newly established Resort and Development Services Division of Previews Inc., New York City.

From Java and Bali south to the Australian Gold Coast, east to French Polynesia and north through Micronesia, the entire Southeast Asia-Pacific area seems ready to explode with tourism activities, Mr. Gross said. And Fiji is practically the hub of this enormous circle of sun, sea, beaches and palms.

Seven international airlines and three regional airlines now fly into Nadi, principal airport of the island chain. The government plans to lengthen the airport at Suva, the capital city, to take jets there also.

Suva's harbor is taking an increased number of cruise ships, with discussion underway for a longer stay for the cruise passengers.

Here, as in the sun-belt countries of the Caribbean and Mediterranean, new plans focus on development of entire resort communities centered around a hotel, golf club, a beach, marina and other recreational facilities. Acquisition of land for this type of resort is a major problem though. The Fijian government holds in trust, for the Fijian population, almost 85% of the land and will not sell it outright; however, land can be leased, with revenue reverting to the Trust.

Several international hotel chains have sent research teams to investigate and to assemble tracts for hotels and resort communities. American interests have succeeded in buying an entire island of 156 acres for \$346,000; it was a privately owned plantation located off the coast of Vanua Levu, second largest of the Fiji group.

Bill seeks to expand U.S. Travel Service

Sen. Jacob K. Javits of New York has introduced a bill aimed at closing the \$1.9 billion dollar travel deficit between what American tourists spend abroad and what foreign travelers spend in the United States.

The Senator's bill would increase the budget of the Travel Service from the present \$4.5 million to \$15 million and would widen its authority to develop a "coherent national travel policy" by coordinating the present travel activities of various Federal agencies. Senator Javits urged that a third of the proposed \$15 million budget be devoted to efforts to promote travel by Americans within the United States, while the remaining \$10 million be used to promote foreign travel to the United States.

Included in the Javits bill was a provision for establishing a 15-member National Tourism Resources Commission to assess the long-term needs of this country. The Commission, whose members would be appointed by the Secretary of Commerce, would be financed by a separate \$2.5 million appropriation.

Senator Javits cited recent federal estimates that the number of foreign-

ers whose income level would permit a visit to the United States is 13.2 million as compared with the nearly 2 million who visited this country from overseas last year, excluding those from Canada and Mexico.

"A day on the house" lures travelers to Amsterdam

"A Day on the House in Surprising Amsterdam," a hospitality/promotion program sponsored by the Netherlands National Tourist Office and the Amsterdam Tourist Assn., will be repeated again this year, for the eighth consecutive season.

Twenty free gifts or attractions—such as, cocktails, a concert, sight-seeing and gourmet-dining—are offered North American travelers visiting Amsterdam, Holland, between Oct. 1, 1969-April 1, 1970.

In 1968, more than 12,000 tourists took advantage of the special promotion offer, and over half of them stayed longer than they had originally planned so they could enjoy more fully their "day on the house" in the capitol city of Holland.



Stately 17th century town houses line Amsterdam's myriad circular canals. An excursion in a glass-topped boat is one of the free attractions offered to tourists during Holland's capitol city "Day on the House" promotion.

Kodak Hula Show in Hawaii bows to court injunction

A hula show banned in Hawaii? Strange as it seems, the Kodak Hula Show, having run in Honolulu for 32 years straight, was closed for allegedly violating a zoning ordinance. The show has drawn as many as 4,000 spectators a week to the picturesque setting near the Waikiki Natatorium.

The court injunction closing the show, handed down May 12, is the

result of a controversy involving the City of Honolulu, the State of Hawaii—with Eastman Kodak Company in between. The city claimed the land where the show was given, and recently elected Mayor Frank F. Fasi wanted the show removed from the property. The State Senate and Gov. John A. Burns then withdrew the site from city-county use to block the city's demand. The mayor immediately removed half of the bleachers, which were city property, and filed an injunction against the show.

Public sentiment is in favor of the show. Response to a survey taken by the Honolulu Star-Bulletin showed 1,673 readers in favor of keeping the show in its present location, with 173 for discontinuation or moving to another site. Kodak has, however, been discussing alternate sites with the Hawaiian State Department of Land and Natural Resources, and with private developers.

The Hula Show was initiated in 1937 by Fritz Herman, manager of Kodak Hawaii, and has continued under his direction ever since, even after his retirement in January 1968. Kodak offers the show free to the public, and it has long been included in tour guides and "must-see" lists. Hundreds of thousands of tourists have attended the show over the years, including many Kodakers on employee Hawaiian trips.

Kodak hopes to reopen as soon as arrangements can be made for another site, if the former location is ruled out. So, if you're planning a trip to Hawaii soon, don't count on seeing the Kodak Hula Show—not for a while, at least.

Supplementals will attempt to change CAB's charter rules

G. Steedman Hinckley, president of Overseas National Airways, told the New York Society of Security Analysts that supplemental, or charter, airlines will seek to induce the Civil Aeronautics Board to change its regulations that they feel are unfair to them.

Under the proposed rules changes, the supplementals would be granted the right of first refusal for all charters that aren't on the regular routes of the scheduled carriers; chartering by scheduled airlines of large groups of passengers through bulk fare arrangements would be prohibited; and a policy giving charter lines priority

in military charter business would be established.

CAB regulations currently permit the scheduled air carriers to invade the charter market, whereas the supplementals can't enter the scheduled market.

Travel trivia: some facts and figures

Most popular state in the U.S.: Florida, which had 21 million visitors in 1968.

Most popular U.S. city for vacationing Americans in 1968: New York City, which had 16,250,000 visitors who spent \$1½ billion. Washington, D.C. was a close runner-up for second spot in popularity.

Most popular U.S. attraction: California's Disneyland, which had 9,500,000 visitors last year.

Most tourists per capita: Las Vegas, Nev., which attracted 15 million people, yet has less than 200,000 residents. The tourists left about \$300 million in gambling losses alone.

World's busiest airport for the size of city it serves: McCarran Field, which services Las Vegas, Nev.

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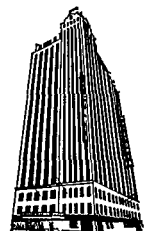
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The southernmost glacier in the United States is in California's Inyo National Forest. This forest also has 4,000-year-old Brittlecone Pines, which were full-grown before the Redwoods even started to grow; they are the world's oldest living things.

America's *first* cattle ranch isn't out West but is about as far east in the United States as you can get. It is located at the tip of New York's Long Island, at Montauk—and is still in business! Horses can be rented for the day to ride on the rolling hills, where Teddy Roosevelt trained his

"Rough Riders." Nearby are Dutch windmills at East Hampton, superb beaches, and the historic old whaling village of Sag Harbor.

The American Automobile Association estimates that motorists will accrue 220 billion miles over the nation's main routes during 1969. This will be a 12 percent increase over the previous year. Fifty-eight percent of the nation's people will "get away from it all." They will spend over \$35 billion through December. Automobile vacationers are expected to spend \$31 billion of that amount.

Frontier Airlines compiles group travel data

Passengers traveling together as groups on Frontier Airlines increased six times in 1968 over the previous year, according to a report released by the Denver-based carrier.

In evaluating group travel, Frontier revealed that the average group consisted of 23 passengers who paid an average fare of under \$25 using low-cost group or Discover America fares. Kansas City produced 353 groups during the year, closely followed by Dallas/Ft. Worth's 330 groups and Denver's boarding of 252.

Conventions and weekend vacation breaks accounted for a large percentage of the 75,000 passengers traveling in groups in 1968. Also generating considerable group travel were professional groups, military personnel, athletic events, trade shows and fraternal organizations.

Las Vegas proved to be a major destination magnet for passengers. Frontier began scheduled service to the fun center early last year.

Two airlines accused of unjust group tour fares to Hawaii

A Civil Aeronautics Board examiner recommended that fares charged by United Air Lines and Pan American World Airways for charter tours to Hawaii be disapproved. The examiner, Robert M. Johnson, said the fares charged for the tours, which connect Eastern and Southeastern U.S. cities and Hawaii, are "unjust and unreasonable."

The CAB said the airlines had begun use of the fares for groups of more than 88 persons last October. Fares ranged from \$255 to \$325 per person from East Coast cities, plus a minimum \$175 for ground accommodations. Proposals to allow reduced fares for groups of 40 to 88 persons would have become effective Sept. 1, the CAB said.

The examiner's recommendations are subject to CAB review.

The distance flown by the average airline passenger has been steadily increasing since the introduction of jet aircraft. In 1957 average trip length was 608 miles; ten year later it was 730 miles; and in 1968 it advanced to 745 miles.

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For further information and full color brochures, write or call either hotel at 850 Third Avenue, New York, N.Y., MUrray Hill 8-8815

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WHEN CHOOSING A TRAVEL AGENT

Selection of the best available travel agent or agency to serve your employee travel groups should be given as careful and thorough investigation as your firm would give to the employment of a qualified industrial recreation director. When travel agents handle the investment of large sums of your employees' travel funds, your workers expect you to know that their risks are reasonable, and that a smooth trip and a safe return can be anticipated. If you allow yourself to be fooled by price quotations that are unreasonably higher, or ridiculously lower, than those of other travel agency bidders, you will be risking your job.

The size of your employee travel groups, their proposed destination, and the size and location of your company's places of business may influence your choice between a local retail travel agent and a national travel agency-tour operator, or wholesaler. It is wise to make a complete check-up on the local retail travel agent. You will want to know what other employee or community groups he has handled, and how long he has been serving them. What special knowledge does he have about the areas where your group wants to go? What has been the experience of other groups with the way he has handled refunds or cancellations? What is his credit rating in your city? If possible, you will want to have a personal interview with the leaders on some of the groups he has handled. Do they all believe that

his agency is one that can be trusted to do what is fair and right for their customers, regardless of the technicalities?

Making a thorough investigation of a national or wholesale travel agent may be more difficult, but may be even more important. Be properly suspicious of the national agent who claims he has overseas connections of all kinds and will gladly bypass the local agent and hand over a big savings to your group. Find out his credit rating and that of his agency. Also check on each of his partners or associates, if he has any. Find out about other travel agencies he has been associated with in past years and make your own investigation of why he left the company, and whether it is still in business under the same name.

Probably 98% of the national travel agencies are honest. But, if you ever get taken in by the smooth-talking, unscrupulous kind who will not return deposits when there is a strike just before your group's departure; or, by one whom will overextend his resources and then go into bankruptcy, and leave you and your group to whistle for your money; then you will learn the hard way why a careful investigation is a must before you sign any travel contract.

Generally, it is an indication of reliability if your prospective agent is a member of long standing in recognized professional travel organizations, such as the American Society of Travel Agents, 360 Lexington Ave., New York

City, N.Y. 10017, or our own NIRA Travel Council. Find out if he is known by these organizations or if he was formerly a member. If he has been located in cities in other parts of the country, write to your fellow NIRA members in those cities and see if they can find out for you something about his work in that area. By all means be sure to know his credit rating. A thorough retail credit check can be made for about \$25.00.

Robert A. Cook of Travepower, Inc., Milwaukee, in his talk on "How to Select your Travel Agent" (at the 1968 NIRA Conference) said, "Give strong consideration to an agency that wants your continued business and serves several destinations, since his delivery of any one product will be the deciding factor in your selecting him for future movements."

Melvin C. Byers of Owens-Illinois, Inc. of Toledo, Ohio, suggests that when you can't check out a new agent (to the satisfaction of your legal department), it is not unreasonable to either require your agent to put up a performance bond or to have the employees association or club tell the agent that 10% of the trip costs will be withheld until the tour is completed as advertised.

The most important single factor, when all the other requirements are met, is the agent's business philosophy. Is he mainly motivated by ways to make a fast buck, or does he have pride in the quality of service he can give? ■

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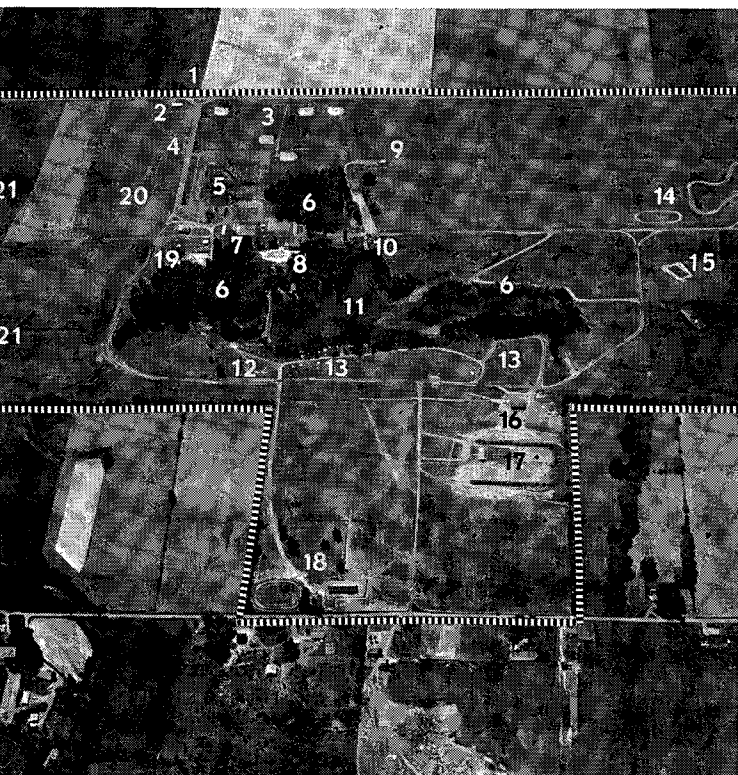
There are ten million golfers in the U.S. Last year they spent \$279 million on the sport, an annual increase of 13%.

"Visit U.S.A." will be promoted to the tune of \$12 million dollars by twelve European airlines this year. This is 20% more than the same airlines spent for this purpose in 1968.

Recreation at Cummins Engine Company

by Robert E. Eppley

Employee Services and Safety Mgr.
and NIRA Board Member, Reg. III



Aerial view of Ceraland Park (indicated by broken line) contains the following facilities: (1) entrance and exit; (2) park superintendent's home; (3) softball diamonds; (4) gate house; (5) 750 car parking lot; (6) picnic areas; (7) multiple-purpose and shuffleboard courts; (8) bathhouse, swimming pool, and playground area #1; (9) archery range; (10) boat dock; (11) 13-acre lake; (12) playground area #2; (13) camping area; (14) go-kart tracks; (15) model airplane landing strip; (16) maintenance area; (17) rifle range and still board shooting area; (18) pony ring and trail riding area; (19) 50,000 gal. water storage tower; (20) land designated for future multiple-purpose building and (21) for future 18 hole, par-3 golf course.

For years the Concession Committee at Cummins Engine Company, Inc., Columbus, Indiana, literally threw away thousands of dollars on a one-day-a-year picnic at a nearby amusement park. Disturbed by the fact that a lot of money was being spent on a program that less than one half of the employees attended, and on food and drinks that more often than not were strewn about the park grounds, a handful of committee members sat down in 1958, at what was to become the final picnic, and discussed the idea of "a permanent facility and recreation program that all employees and their families can enjoy on a year-round basis". What came from that forward-looking group some years later was the Cummins Employees Recreation Association, Inc.

Cummins Employees Recreation Association, Inc., commonly known as C.E.R.A., was chartered by the state of Indiana in 1961 as a not-for-profit corporation. All legal and policy decisions rest with an elected ten-member board of directors—five of whom are elected from the shop hourly group, two from office hourly, two from exempt, and one management representative.

All 8,000 Columbus-based employees of Cummins (the largest independent producer of diesel engines

in the United States) are members of C.E.R.A. They pay no membership dues. The entire C.E.R.A. operation is financed by the profits derived from the 36 vending banks located throughout the Columbus plants. A vending bank consists of a soft drink machine, milk machine, candy machine, coffee machine, and cigarette machine. Nearly a quarter of a million dollars annually is forwarded by the vendors to C.E.R.A. as their share of the gross sales.

After the final company picnic in 1958, the vending machine profits (about 5% of the present-day income) were left to accumulate until 1963. In May of that year C.E.R.A. purchased the 313 acre Keller Farm, seven miles southeast of Columbus, and paid cash to boot. Several locations had been considered with the assistance of The Allen Organization, Park Planners, Bennington, Vt. A survey showed the Keller Farm to be nearer the center of Cummins' employee population than any of the other sites. An employee contest was held for the selection of a name and Ceraland Park was the one chosen from the many submitted.

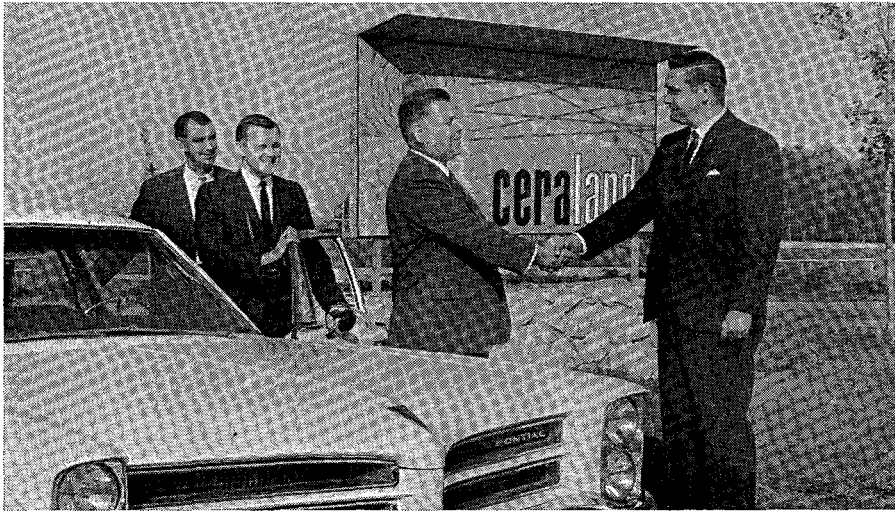
In keeping with its agreement with the C.E.R.A. board, in August 1963 Cummins Engine Company hired a professionally trained, experienced recreation director on a full-time basis

to assist the board in administering and supervising the park and recreation program. In September of that year, C.E.R.A. hired a full-time, experienced park superintendent.

Needless to say much work had to be done to convert the farm into a park, even though the land was extremely well suited for park purposes. The first facility constructed on the new property was a playground—on a site that was once a hog lot.

As the time went on, more and more facilities were added and existing facilities were improved. The 13-acre lake was cleaned out so that boating and fishing could take place, and a boat-dock and rowboats were added. On Memorial Day, 1965, the 285,000 gallon swimming pool and bathhouse were opened for the first time.

A large camping area was developed on the eastside of the lake. Most of the sites have water and electricity. All have access to a new comfort station. Tree-shaded picnic sites are in abundance, and it is interesting to note that the 150 picnic grills were made by a board member on his own time. In addition, there are five softball diamonds, two dirt go-kart tracks, a pony riding area, asphalt multiple-purpose court, horsehoes, shuffle-board, clubhouse, rifle range, and an additional playground area.



Bernard Sims (right), chairman of the C.E.R.A. Board of Directors, welcomes Don Neer, executive director of NIRA, upon his visit to Ceraland. Looking on (far left) are Robert White, park superintendent, and Robert Eppley, Cummins' employee services and safety manager.

1969, Ceraland is expected to draw over 160,000. The attendance is counted from April through October.

At Cummins it is believed that the success of the program is evidenced by the participants that are drawn; however, C.E.R.A. is not content to stand still. Board members are constantly seeking to improve the area and the program. In the words of Bernard Sims, C.E.R.A. chairman, "The board must always be aware of the employees' recreation needs. We must make an effort to provide the programs the employee wants without duplicating other programs needlessly."

What some people thought to be an impossible dream some years ago, others have brought into reality. ■

A new maintenance building was constructed during the fall of 1967, and in the summer of 1968 C.E.R.A. purchased 40 acres bordering the park on the north; 20 acres of this acquisition are heavily wooded.

In order to keep Ceraland in top shape, C.E.R.A. has five full-time maintenance men and an assistant park superintendent, in addition to the park superintendent. In the summer, 40 seasonal people, usually sons and daughters of Cummins employees, are added.

Admittance to Ceraland is regulated by a yearly bumper sticker on the employee's car, which he applies for sometime during the year.

In addition to Ceraland Park, C.E.R.A. administers various recreation programs for Cummins Employees throughout the year, such as style shows, basketball, ice-hockey leagues, golf tournaments and leagues, bowling tournaments, bridge club, and physical conditioning for men and women. These activities are conducted in other facilities in the county. Programs at Ceraland include swimming instruction, men's and women's softball leagues, model airplane club, rifle and stillboard shoots, archery matches and special events, such as the Fourth of July celebration which attracted 19,672 people in 1968.

Attendance at Ceraland Park has steadily increased since its inception. Attendance figures for the past three years are as follows: 1968—149,890, 1967—138,953 and 1966—120,486. In



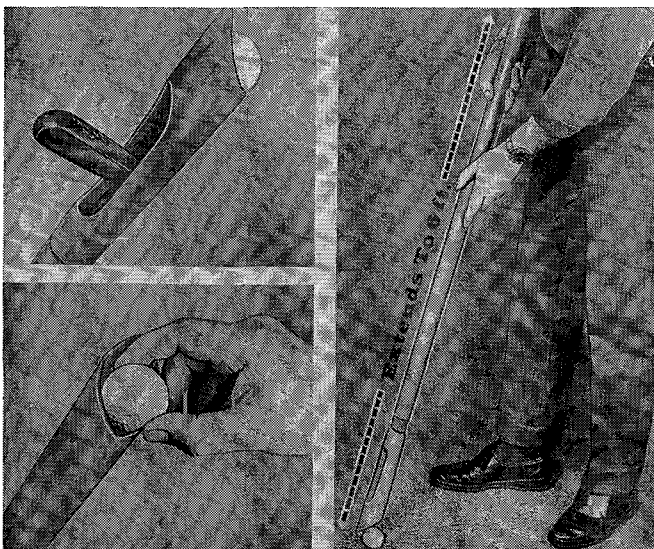
Ceraland swimming pool - wading pool and swimming area. The bathhouse is at the right.

NEW PRODUCTS

For further information on the products described, write to: **RECREATION MANAGEMENT, 20 N. Wacker Drive, Chicago, Ill. 60606.** Refer to the product by number.

Three-In-One Golf Device

A new, three-in-one convenience for golfers, called "Golfer's Whiz," has been introduced by Jenkins Specialty Products. It consists of a 1-1/2 in. telescoping tube, made of lightweight polyethylene. Forty-two inches long, the Whiz can be extended to six feet, making it easy to recover a golf ball from a waterhole or dense thicket. The ball is picked up by pushing the cup end, with resulting friction action causing the ball to be seized by the cup.



As a ball dispenser, the Whiz is equally convenient. A golf ball can be securely nestled in the cup where it will be handy for use without the usual search through the golf-bag. An opening in the side of the cup also enables the Whiz to be used as a putter case. The putter and the ball can be carried in the golfer's bag as a single unit. The device retails at \$2.98 postpaid.

Write for information on No. 31.

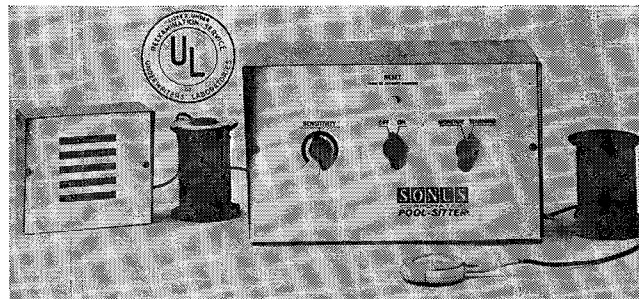
Recreation Area Shelter



A shelter providing contemporary styling with durable, all-weather construction is offered by Game Time, Inc. Sturdily built, the shelter features galvanized roof panels and supports and an all vinyl coating. The manufacturer states there is no welding required, which makes the shelter easy to erect.

Write for information on No. 50.

Pool Monitor

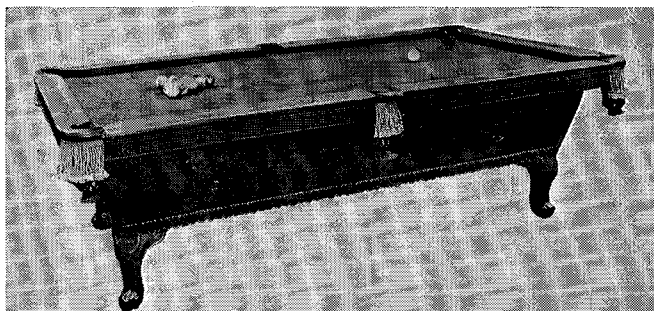


The "Pool Sitter," an electronic pool surveillance system by Singer Products Co., "keeps an ear" on everything that happens in and around the swimming pool, thereby preventing accidental drownings and controlling use of pool by unauthorized persons. When set to "Warning," a shrill alarm is actuated by anything breaking the surface of the water; when set to "Monitor," the Pool Sitter will pick up all conversation and other sounds in the pool area.

Write for Information on No. 10.

"Antique" Billiard Table

As close a copy to the original "parlour room" table of the 1870's as you can find has been introduced by Murrey & Sons Co. But, unlike the originals of a hundred years ago, this table incorporates the finest materials of this age: diamond ground slate top, K-66 rubber cushions, specially cured leather-net pockets with gold fringe,



hand-rubbed finish, scroll trim and massive hand-carved legs.

It is a regulation table and comes in 4 ft. x 8 ft. and 4 1/2 ft. x 9 ft. sizes. Choice of rust, red, avocado, gold, green, or blue felt. Available with walnut, poplar, or rosewood rails.

Write for information on No. 43.

"Space Walk" Pillow

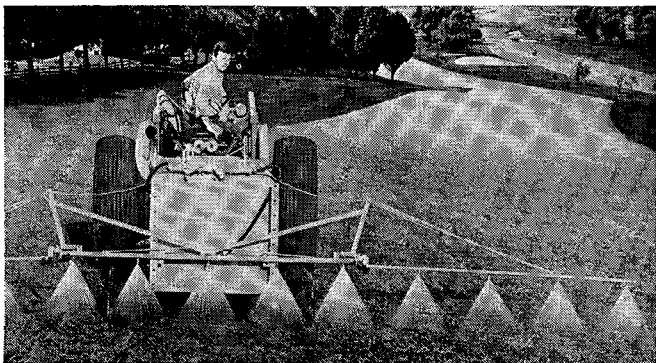
An immense, rectangular balloon that works somewhat like a trampoline is a new recreation item for parks, playgrounds, camps, or even company picnics. The resiliency of the Space Walk Pillow, as it is called, is obtained through air, not springs. One can jump onto it



from a height of four feet and hardly feel a bump. Once you land, you can thrash around, shake, "swim", dance, bounce, or try somersaults. The only thing you can't do on it is walk a straight line. Liberal rental or purchase terms are available.

Write for information on No. 44.

Golf Course Sprayer



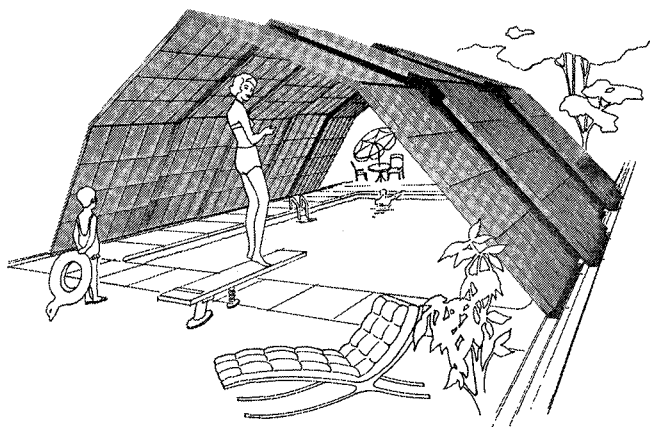
Spraying by boom or by gun are convenience features of two new sprayer models developed by American Pulley Co. for treatment of greens, fairways, trees and shrubbery. Each sprayer is equipped with a heavy-duty, four-cycle gasoline engine and will handle any type of liquid spray material, including fertilizers, weed killers and pesticides.

Write for information on No. 52.

Swimming Pool Enclosure Kit

A swimming pool enclosure of simplified design is manufactured by Structures Unlimited, Inc. In kit form, it consists of easily assembled 5 ft. wide panels that form arches that can enclose 16 ft. or 20 ft. wide pools.

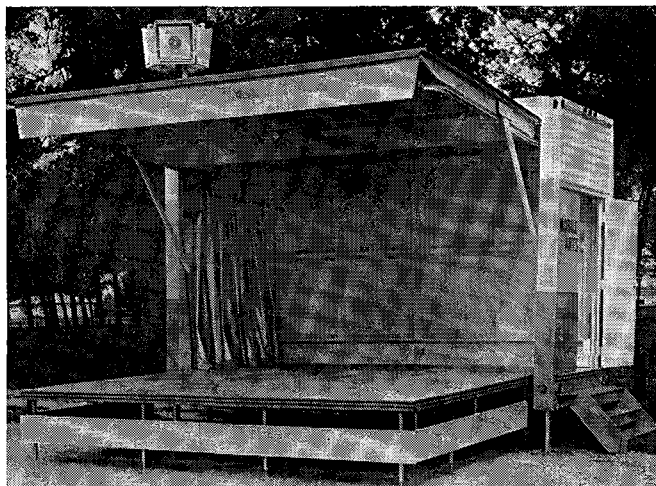
The "Skyshell" has telescoping arches that glide to either end of the pool for open-air swimming. When closed, it is weathertight and insulated to extend the swim season. It also transmits controlled natural daylight for a



glare-free, protected atmosphere. The Skyshell is made to withstand all climates and temperatures; its fiberglass and aluminum components are resistant to erosion, fading, chlorine and impact.

Write for information on No. 82.

Mobile Recreation Arts Center



A 16-foot, mobile recreation arts center has been developed by Wenger Corp. The vehicle opens into a stage and shell in a matter of minutes. Standard equipment includes complete general lighting, 12-volt electrically powered hydraulic system, outlets for 110-volt service, stage curtains, large rear doors and a public address system. It also contains storage space for a variety of equipment.

Write for information on No. 51.

Water Scooter

A sleek, little water-fun craft—quite different from other power boats—has been pioneered and manufactured by Bombardier, Ltd., in Canada. The "Sea-Doo," as it is called, runs on water-jet propulsion and has no propeller extending into the water. A turn of the ignition key and a squeeze on the hand throttle sends the aqua scooter zipping across the top of the water. Because of



its flat-bottom design, the craft lends itself to all kinds of maneuvers, including jumping, spinning and slalom.

The Sea-Doo can attain a speed of 35 miles per hour and it will operate on water that is only 12 inches in depth.

Write for information on No. 84.

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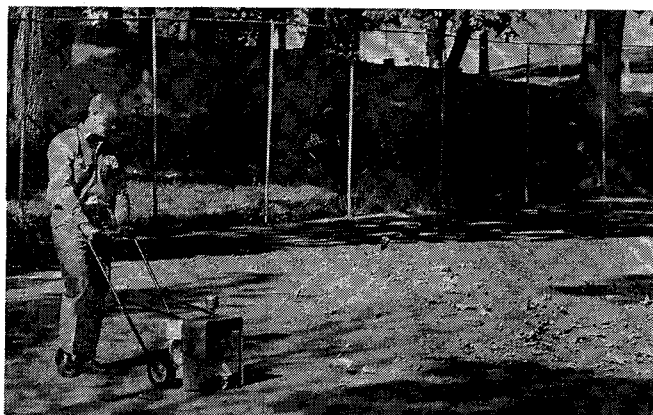
A protective, gym-floor vinyl matting, which is smooth enough to be danced upon, is manufactured by Crown Rubber Co. Called "No-Scar," this glass-smooth decorative matting protects costly gym floors against damage by shoes, chairs, band instruments and other hard objects.

The matting is 1/8 in. thick and has a tough, bottom vinyl finish that adheres tightly to gym floors. To cover floor, the matting is simply unrolled and butted to provide an uninterrupted dance surface.

Write for information on No. 80.

Large-area Sweeper

A new concept in high-speed, large-area sweeping was announced by Advance Floor Machine Co. The Tempest Air Sweeper sweeps large outside areas by generating a high-velocity air stream, which reaches areas that are difficult to sweep with conventional methods. Litter is blown



out from under fences and from around trees and bushes; sand and gravel are blasted out of cracks, seams and holes.

The Tempest sweeps up to a 15-foot swath on one pass and is recommended for use on parking lots, lawns, recreation areas and sidewalks. Because of its compact design and lightweight construction, it is maneuverable and easy to push. One man can load the 63 lb. machine into a station wagon.

Write for information on No. 81.

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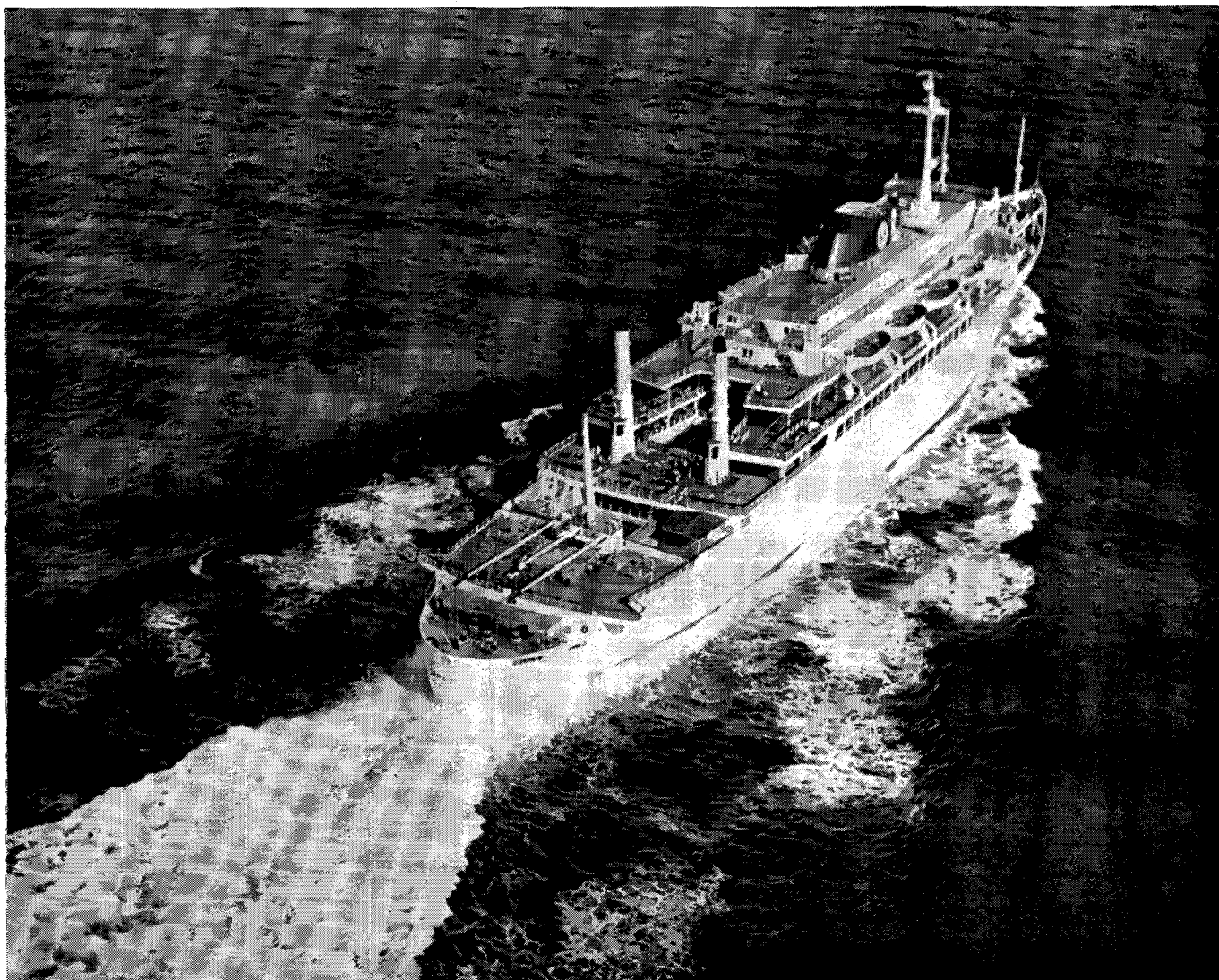
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SAFETY INFORMATION: The ssARGENTINA and the ssBRASIL registered in U.S.A. substantially meet International Safety Standards for new ships developed in 1960 and meet the 1966 fire safety requirements.

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NIRA NEWSLETTER

AROUND THE CIRCUIT

Some of the best slow and fast pitch softball teams of the East will be seen in action in Rochester, N.Y., on Sept. 13-14, when **Kodak Park Athletic Association** hosts the Eastern States Industrial Recreation Assn. Softball Tournament.

The Aero Club at the Arnold Engineering Development Center (in Tennessee) was one of 28 Air Force flying clubs honored for its safety record in 1968. Certificates were presented May 9 by the Federal Aviation Administration to representatives of the nine major commands in which the clubs are located.

This is the fifth consecutive award for the AEDC group, which is headed this year by **Major Andre Ricou**. It numbers 28 members, including several pilots from Sewart Air Force Base. The five awards represent about 3,000 flying hours in the club's three aircrafts.

There are 80 Air Force Aero Clubs

in existence. In 1968 the clubs, as a whole, compiled the lowest fatality rate in aviation history for a large group engaged in organized flying.

Other System Command clubs honored were: Edwards Air Force Base, Calif.; Eglin Air Force Base, Fla.; and Hanscom Field, Mass.

C.E. (Chuck) Bloedorn, recreation director of **The Goodyear Tire & Rubber Company**, has been elected to a third four-year term on the U.S. Olympic basketball committee and appointed a member of the newly formed International Basketball Board of the United States.

As a member of the Olympic committee, Bloedorn will help select team members, coaches, training sites and exhibition games for the 1971 U.S. Pan American games and 1972 U.S. Olympic basketball teams. On the International Basketball Board, he will help draft and administer international activities involving United

Meet a winner



"Aloha and congr-AITS" is the greeting given by AITS (American International Travel Service) tour escort **Audrey Riccio** to **John Gentile**, TRW, Cleveland, Ohio. Gentile was the grand prize winner of a Hawaiian Carnival vacation donated by AITS at the recent 28th NIRA Conference in St. Louis, Mo.

States teams.

Bloedorn will serve as representative of the Amateur Athletic Union in both assignments.

Earl Schreiber, recreation director at **Timken Roller Bearing Co.**, Canton, Ohio, was inducted into the Canton Old-Timers Basketball Assn. Hall of Fame.

Schreiber and his twin brother, Bob, played on the Canton McKinley team that went to the finals of the state championship in 1931. After graduation, the Schreibers and most of the team moved into the Canton Class A League.

NIRA Announces First National Industrial Basketball Tournament

The National Industrial Invitational Basketball Championships will be inaugurated this December 6-7 under the sponsorship of NIRA and Goodyear Tire & Rubber Co., Akron, Ohio.

The four teams invited to compete are: U.S. Steel Co., Gary, Ind.; National Cash Register Co., Dayton, Ohio; TRW, Inc., Cleveland, Ohio; and the home team, Goodyear Tire & Rubber Co.

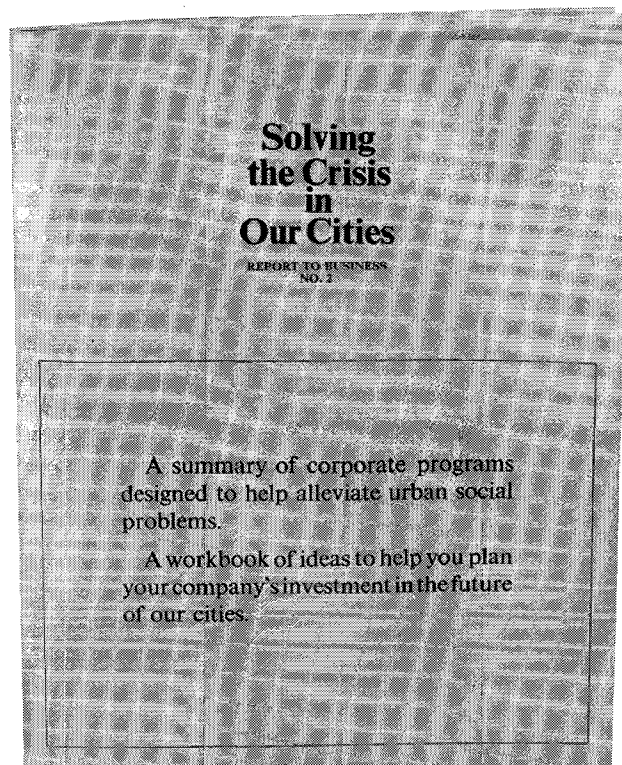
If the tournament is successful, in 1970 the field will be increased.

Lockheed's "Man of the Year"



Lockheed Aircraft Corp.'s executive vice president, **Thomas F. Morrow** (right), congratulates **L. Eugene Root**, president of Lockheed Missiles & Space Co., for his selection as the Lockheed Employees' Recreation Association "Man of the Year." Root was selected for this award for his support of and active participation in the World-Wide Recreation Program for the employees of LMSC. The smiling gentleman in the background (center) is **Bob Jackson**, LERA president.

TRAINING THE U SKILLED MINORITIES ISN'T JUST FOR GIANTS



This workbook of ideas shows what smaller companies can do, too...

Kendall Manufacturing Co. learned that it is easier for a small company to teach the unskilled than a large manufacturer. In a small plant, says President Lowell Kendall, the unskilled trainee has the opportunity to work alongside an experienced worker. In a large plant, classroom instruction is mandatory.

The Crouse-Hinds Co. offers "off-the-job" training to employees so that they can qualify for better positions as openings occur.

Oxford Chemicals feels a smaller firm like itself is in a better position to attract and train hard-core unemployables because they feel it is hard to

compete within a large corporation. Oxford finances its own training program, sending employees to school at night. Each trainee is assigned to a trainer of the same ethnic group.

These and 70 other case histories illustrating how business big and small is helping to solve the crisis in our cities are in the new booklet "Solving the Crisis in Our Cities...Report to Business No. 2." Use the coupon to get your copy.

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NEWS ROUNDUP

FROM THE WORLD OF RECREATION

... Products and Equipment

SPORTS EQUIPMENT sellers are expecting record-breaking sales this year. Roach Sporting Goods, Atlanta, says sales are 20% ahead of last year's pace. Boston's W. H. Brine Co. is doing 30% better.

The National Sporting Goods Association estimates consumer purchases of equipment will rise 10.2% over last year's \$3.7 billion with tennis and golf gear sales rising 12% or more.

A. G. Spalding & Bros. says it can't make aluminum tennis rackets fast enough to meet demand. Wilson Sporting Goods claims its Denny McLain "31" model baseball glove is "going like crazy." Boston's Brine Co. says there's also a shortage of imported baseball gloves, partly because Japanese makers are hard pressed to meet growing demand at home.

IN TRIBUTE to Theodore Roosevelt, the Winchester-Western Division of Olin Mathieson Chemical Corp. has issued the "Theodore Roosevelt Commemorative Model 94," a traditional lever action firearm in both rifle and carbine styles.

The only firearm authorized by the Theodore Roosevelt Association, the new limited edition commemorative will provide a royalty to the Association for each unit sold through normal channels of distribution. The funds accrued, which are expected to be well into six figures, are under the complete ownership and control of the Association and may be used in any manner deemed consistent with the conservationist ideals of the late President.

PREDATOR HUNTING, for some sportsmen, is merely an excuse for getting outdoors after all the game seasons have closed. For many others, though, predator hunting is a first-line sport, offering most or all of the thrills of game hunting plus year-round seasons, and minus the encumbrances of bag limits.

Whatever the motivation, though, predator hunting is gaining in popularity. And growing right along in this boom is the popularity of predator callers, like the Olt T-20. Predator calling isn't the easiest kind of calling to do. Coyotes, bobcats and foxes have unbelievably sharp hearing and they exist, literally, on their cunning.

The Olt T-20 is popular because it is easy to blow and control and is less likely to produce that critical "blooper." It can highball over the wind, when necessary, and yet can be made to produce the barely audible "peep peep" to fool a fox in close quarters.

... Films

THE U.S. OLYMPIC COMMITTEE's film on the games of the XIX Olympiad in Mexico last October is now available on free loan to groups. It is a 27-minute color motion picture called "Viva Olympic Vitality."

Action scenes from the games are mixed with scenic spectaculars in and near Mexico City, including the brilliant night display, at the pyramids of Teotihuacan, when the Olympic Torch was lighted. The film also shows the Olympic Village where the athletes lived and trained, and it stresses the value of proper diet and exercise for trained athletes.

Prints are distributed through the film libraries of Modern Talking Picture Service. Requests for playdates may be sent to Modern at 1212 Avenue of the Americas, New York, N.Y. 10036.

A film of the last Winter Games, "Olympic Skates and Skis," and another covering the Pan-American Games at Winnipeg in the summer of 1967, "Cream of the Crop," are also available from Modern.

FOOTBALL, TRAVEL, FASHION and facts are featured in a color film entitled "An All-American Visit to Washington, D.C." Penn State football hero Ted Kwalick and his wife are filmed as they sightsee in the nation's capitol.

They wander through the Smithsonian Institute, Lincoln Memorial, Washington Monument, Library of Congress and other national sites. Several interesting side trips are also chronicled in this 16 mm. sound film, which has a running-time of 28½ minutes. It may be borrowed free of charge by writing to: Audio-Visual Services, Eastman Kodak Co., Rochester, N.Y. 14650.



A nostalgic moment in the film "An All-American Visit to Washington, D. C." shows Penn State's Ted Kwalick surveying the gridiron at empty D. C. Stadium.

A NEW KODAK FILM, "The Niagara Frontier," covers Niagara Falls and all the surrounding attractions, as well as the full length of the 36-mile Niagara River, vividly portraying its geographic, historic and economic importance.

This 26-minute film enables arm-chair vacationers to travel on foot, by boat, in horse-draw buggies, by slow-moving viewmobiles, and by cable cars high above the Niagara whirlpool. They visit the formal gardens on the Canadian side of the area, the international port of Buffalo, and historic Fort Niagara, with stops in between for recreational activities and a look at the massive hydro-electric power development along the river.

The film is in 16mm color with optical sound and is available to groups on loan, free of charge, from Audio-Visual Services, Eastman Kodak Company, Rochester, New York 14650.

Other films, also in 16mm color with optical sound and of special interest to the travel-minded, are available from this library. They include: "Come to the Adirondacks," a 27-minute movie of America's "four

seasons playground."

"Alaskan Movie Trails," a 58-minute film of the 49th and largest state.

"Hawaiian Movie Trails," a 58-minute film of the people and places of the 50th state; it probes the history and customs of the islands and takes in the tourist attractions as well.

"Pacific Adventure," a 28-minute film, relates a true story of three land-lubbers who answer a magazine ad to crew a yacht across the Pacific.

"Shipboard Holiday," a 28-minute film of a colorful cruise of Curacao, Caracas, Trinidad, Tobago, Nassau and Haiti.

"Trek to the Tetons," an exciting 27-minute adventure in the wilds of Wyoming's Teton Mountains; of special interest to sportsmen and conservationists.

"The Finger Lakes Region," 26-minutes of fun amid the beauty and leisure-time activities of the Finger Lakes Region of Western New York.

"People of the Waters" and "People of Buddha," each 13-minutes in length, portray the life and customs of exotic Thailand.

The Influence of Sports and International Competitions on Tourism

Freshness and variety are possible influences in the attraction of tourists to international sporting competitions, according to an article appearing in a recent issue of "Business and Society," the journal published by the College of Business Administration, Roosevelt University, Chicago. Howe Martyn, author of the article, is professor of International Business and is director of the International Business Program at American University. He points out that sports competitions which attract international audiences can earn foreign currencies, prestige and even some political influence for the areas where they are held.

Britain is listed as a good example of a country that is highly aware of the power of international sports competitions in attracting tourists. Professor Martyn cites the open character of British upper class society which welcomed foreigners into its boat racing and horse

racing, its tennis, golf and cricket.

For cricket there are the international Test Matches played at Lords Ground in London. Although in tennis there is a formal world contest for the Davis Cup and the finals are movable, the annual tournament at Wimbledon offers laurels which are sought by tennis players from all over the world.

"Rowing on the Thames at Henley is contested by crews and single scullers from countries beyond the Iron Curtain, and from American universities. American, French and Irish horses and riders race with frequent success on the flat at Epsom near London and over the jumps at Aintree near Liverpool," Martyn writes. The crowning event for international competitions in jumping trials is at White City in London. And now the Isle of Man has emerged as a center for international competition in

Continued on page 43



PLAY IT SAFE: Start now to save their hearts

Help your children form good health habits now to reduce risk of heart attack later:

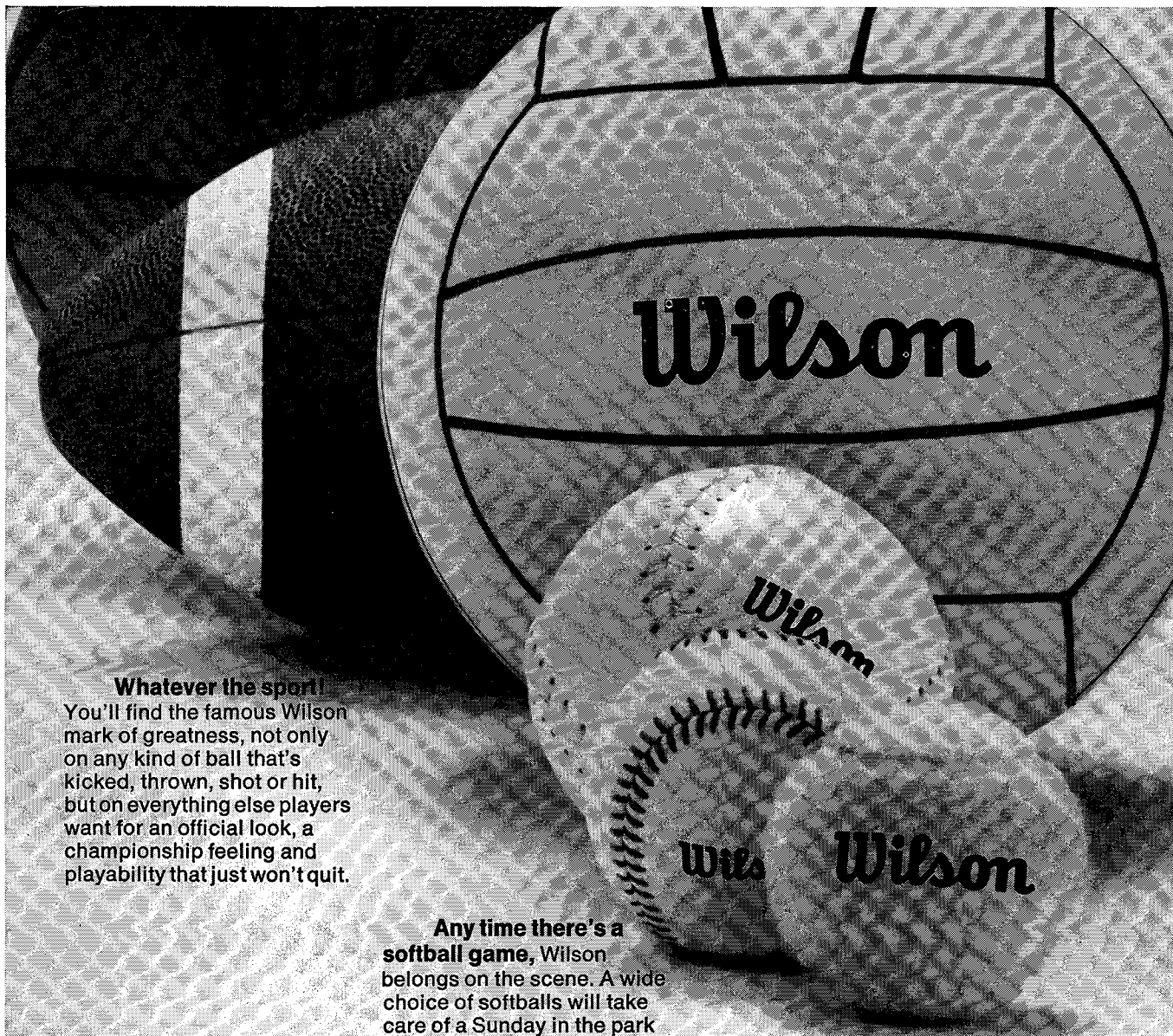
- Maintain normal weight; obesity in youth may persist throughout life
- Encourage regular physical activity
- Serve them foods low in saturated fats;
- Teach them that cigarette smoking is hazardous
- Make medical check-ups a family routine

Do as a good parent should. Set a good example. Follow the rules yourself, and guard your heart, too.

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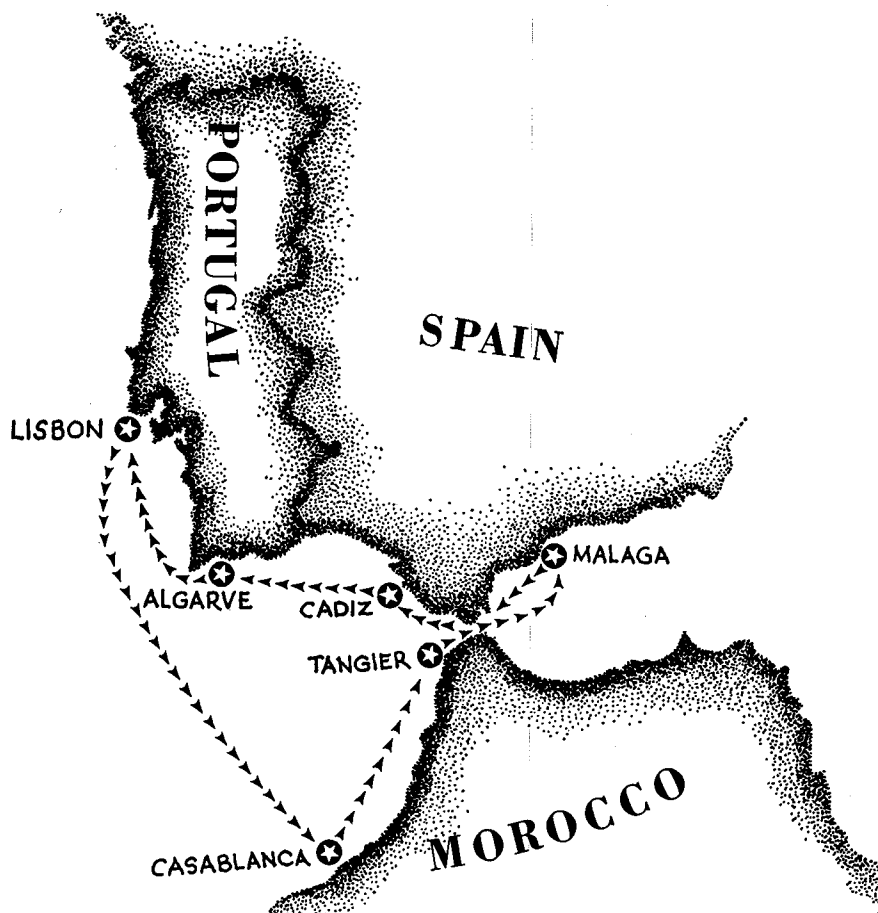
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Custom Travel Consultants and Ensign Cruises are offering a brand-new cruise—The Sun Circle—to all NIRA members for their individual and group travel planning. It sails a route never before included in any existing cruise schedule, starting Dec. 14th.

In fact, it would probably take well over a week just to get to these six destinations using available transportation, much less enjoy them. Yet we've arranged a way to see all six in just seven days' time in luxurious air-conditioned comfort.

Our cruise ship is the new 6,000 ton *Orpheus* (chartered from Epirotiki Lines), featuring one-class service and all private facilities. Cruises will sail every Sunday year-round from Lisbon, starting Dec. 14th, and can also be boarded Thursdays in Malaga.

We're also arranging

trips inland from each port: To Marrakech and Rabat from Casablanca, to Tetuan and the Casbah from Tangier, to Granada and the Costa del Sol from Malaga, to Seville and Jerez from Cadiz, to Portimao and Faro from the Algarve, and to Sintra and Estoril from Lisbon.

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TOURISM INFLUENCES

the sport of motorcycle racing.

Martyn comments that although polo originated in India, neither independent India nor Pakistan have, as yet, recognized the opportunity for attracting tourists by establishing a center for international competition in polo. As for Canada, he feels, it has allowed the broad international attractiveness of ice hockey to escape to Europe in favor of "crude money-making contests among American and Canadian teams of professionals who are more gladiator than sportsman."

Examining travel abroad for participant sports, the author says the main motives of golfers, sailors, fishermen and mountain climbers are fresh air, exercise, change of scenery and demonstration and improvement of their skills. "Foreign travel is occasioned by the special conditions needed for sports like mountain climbing and big game hunting, or by the extension of the desire for change of scenery and of competing with course records." That is why many golfers want to try the Old Course at St. Andrews in Scotland, the cradle of their game, and why Montreal skiers are attracted from their neighboring Laurentians to the Swiss and Austrian Alps.

Martyn contends that countries can be identified by their most successful sports attractions. For example: Switzerland, for skiing and its tradition for world famous races, such as the Kan-

dahar; France, for long distance bicycle races at the Tour de France, where part of the attraction is the spectacle of local enthusiasm; and Monaco, for the Monte Carlo automobile competition.

The increase in interest in combining sports with travel stems from the growth of income above necessities for so many classes of people; they now can afford to participate in sports that were for so long the preserve of only the idle rich or the retired.

Sufficient knowledge about the influence of sports on tourism is not readily available. Present methods of measurement employed by governments and others interested in tourism do not reveal the numbers of people travelling for sport, distances travelled, or money spent. "Dependable quantifications will require new sources of data in the form of objective tracing and timing of (1) tourism movements and (2) the subjective purposes that guide them," Martyn declares. He warns that such data can be useless if it does not reflect the qualities that surround the sport with a satisfying environment.

According to Martyn, a paradox between tradition and innovation exists in the appeal of sports in international tourism. Sports ritual brings to mind the elaborate ceremony and colorful costumes associated with established sports such as the bull fight. On the other hand, there is the search for novelty in new records, new places and new kinds of sport.

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MISCELLANEOUS

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leave an unfillable hole,
Just follow this simple instruction and see how
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Take a bucket and fill it with water,
Put your hand in it, up to the wrist;
Pull it out, and the hole that's remaining
Is the measure of how you'll be missed.
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You can stir up the water galore,
But stop, and you'll find in a minute
That it looks quite the same as before.
The moral in this quaint example is to do the
best that you can;
Be proud of yourself, but remember—
There is no indispensable man!
(The author is unknown)

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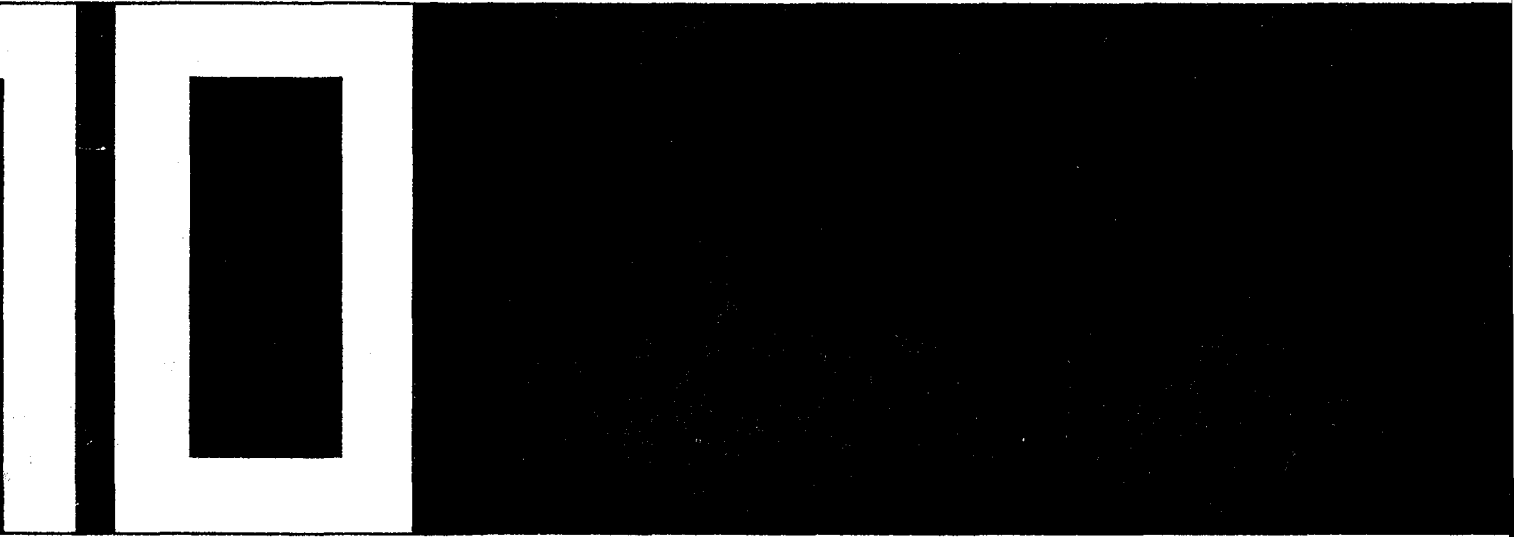
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OCTOBER 1969

Volume 12, Number 8

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Recreation

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Management

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Women's Activities/Fitness/Retiree Activities/Softball/Bowling

Certificate of Excellence awards:

In recognition of a company's exceptional program in a specific activity, NIRA awards a Certificate of Excellence in each of ten categories.

The 1969 award-winning programs were selected by the judges from information contained in a one page summary submitted by members. Announcement of winners and presentation of the certificates were made at NIRA's 28th Annual Conference in St. Louis.

Due to space limitations, only five of the winning entries are presented at this time.

Women's Activities



Ford Motor Company
Dearborn, Mich.

John MacLean

Women's activities offered through club organizations serve a majority of women employees and wives of employees in the Detroit metropolitan area. Many activities initiated by these organizations are offered to families as well.

The largest of the women's organizations is the Girls Club, having a dues paying membership of 1,275 in the Dearborn area. Their highly structured organization places a representative in all company locations, making club activities, information and services readily available to all women employees. Women employees are encouraged to participate in programs whether they are or are not members of the club.

Activities offered cover a broad spectrum of interests. Central to their program are monthly dinner meetings aimed to provide sociability and entertainment and a personal element, which is sometimes difficult to maintain in a large company.

During the current season the club offered free puppet shows for children of employees, dressed 2,800 Goodfellow dolls, visited regularly an adopted ward at Veterans Hospital, sold discount tickets to employees, executed



an "international flea market" giving the proceeds to charity, and sponsored dance classes for 600 men and women. Other classes range in subject from glamour to golf, including a softball league sponsored by the club fields nine teams competing for a rotating trophy. In addition, the club operated a budget weekend trip to Toronto for 105 persons.

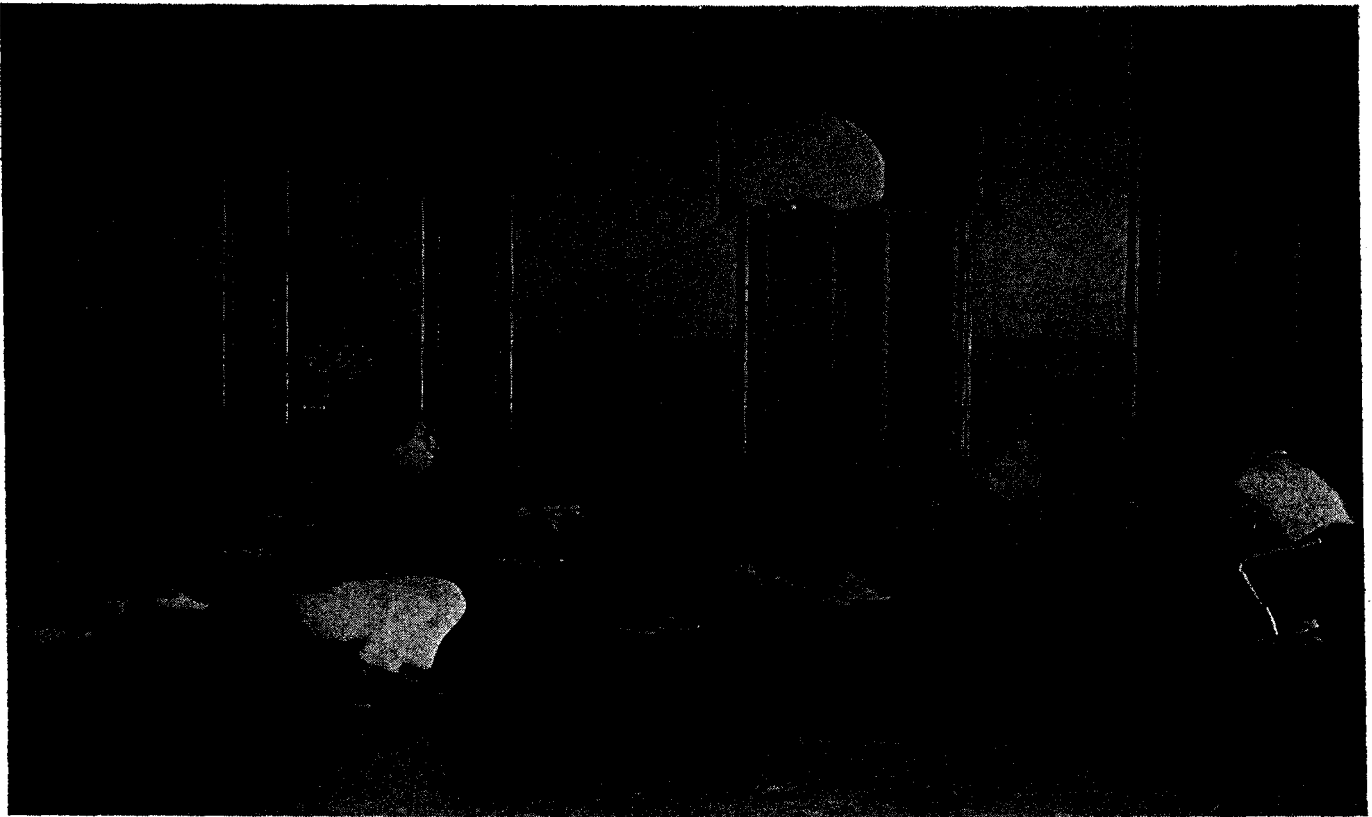
The other major women's organization is the Wives Club, which aims to provide wives of employees an opportunity to meet socially and get acquainted with the company through use of recreation services and facilities. Monthly meetings with entertainment are supplemented by monthly daytime trips to places of interest and an active service program for Travelers Aid, Red Cross, Veterans Hospital and Detroit General Hospital. Highlight of each year is a dinner dance for members and their husbands.

The club was formed several years ago as an outgrowth of a morning golf league and currently has a membership of 337 wives. The club continues to sponsor a golf league and has formed a daytime bowling league and a mixed bowling league for husbands and wives.

The Wives Club and the Girls Club together 'bracket the market' in offering a comprehensive recreation program to interested women. ■

fitness

Raytheon Company
Andover, Mass.
A. W. Porter



We are fortunate to have an old gym and an outdoor track across the street from our plant—but we haven't the funds or adequate space for the type of equipment necessary to operate a first-rate executive fitness program.

The facilities we do have, however, are well utilized. Our jogging program is called "Run For Your Life" and is an informal, come-anytime type of program. Mostly exempt personnel are included among the 45 regulars.

To add more meaning to the program, a "100 Mile Club" was formed, with joggers marking their own progress on charts prepared by our staff. A t-shirt with "R.E.A.A. 100 Mile Club" across the front is presented to all who surpass the coveted century mark. A lettered, personalized, leather gym-bag is awarded to joggers who pass the 500 mile mark.

Lockers and shower facilities are available at the gym. The Raytheon Employees Activities Assn. supplies soap, foot powder, jogging books and jump ropes. Two chin bars and a set of weights are situated in an old

transformed coat room.

When weather permits, joggers flock to the outdoor track, which is close to the gym. Some jog at 7 a.m., some at 4:30 p.m., but most from 11 a.m. to 1 p.m.

Although the men seem to prefer the informal arrangement, the women tend towards the structured physical fitness class. Thirty-five women participated in a ten week, once a week, two hour class, conducted by the local YMCA physical fitness director. The class was divided into three main parts—fun exercises, jogging and group games. Those who wished to stay after the two scheduled hours were welcome to play basketball, volleyball, etc. The classes were held on a week night, after working hours.

Significant was the fact that attendance decreased only 10% from the first to last lesson; this is quite an impressive attendance record for women in a fitness situation.

In 1967 there was no organized men's fitness program, and the women's class of eight decreased rapidly with each lesson. ■

RETIREE ACTIVITIES

North American Rockwell Corp.
El Segundo, Calif.
Ken Kellough and W. P. Capp



Because it was felt that the transition period from the "work-a-day" world to the one of retirement could be effected with greater ease, and because of a wish to have closer contact with its retirees, J. S. Mathews, Director-Personnel of Autonetics (a division of North American Rockwell) gave permission for the Retirement Representative of that division to organize a retiree club. From the ten retirees contacted in October, 1963, the club has grown to its present size of 200 active members.

In 1964 the club adopted the name of North American Rockwell Retiree Club-Southern California and broadened its scope to include retirees of all divisions living in the Southern California area. In that year, to make it accessible to a greater number of retirees, the meeting place was changed from Anaheim to Space Division's Recreation Park, Downey, Calif., which is more centrally located.

Membership is open to all company retirees and their spouses. The company defrays the total cost of the club; assessment of dues is not permitted.

The club meets on the first and third Thursday of each month. Many retirees arrive as early as 10:00 a.m. for recreation. A short business meeting is conducted at 12:30 p.m. Members normally leave around 3:30 p.m.

to avoid heavy traffic.

Normal club activities include bingo, shuffleboard, card games, dominoes, checkers, picnics and pot luck luncheons. Speakers have been invited to address the club on Social Security, Medicare and Retirement Plan revisions. On occasion, unclassified films are shown, as well as travelogues. Annual events participated in are: a Christmas dinner, served at a nearby restaurant; a hamburger fry, in the Recreation Center picnic area, during the summer; and hobby displays, sponsored by the Space Division's Welfare and Recreation Section.

Company assistance encompasses: the furnishing of bingo prizes, composed of food items; the supplying of membership and attendance cards and a printed book of club by-laws; vitamins at cost; the running of membership rosters for distribution; the preparation and mailing of a monthly "newsletter"; the furnishing of coffee and doughnuts at each meeting; and the purchase and replacement of all games used by the club.

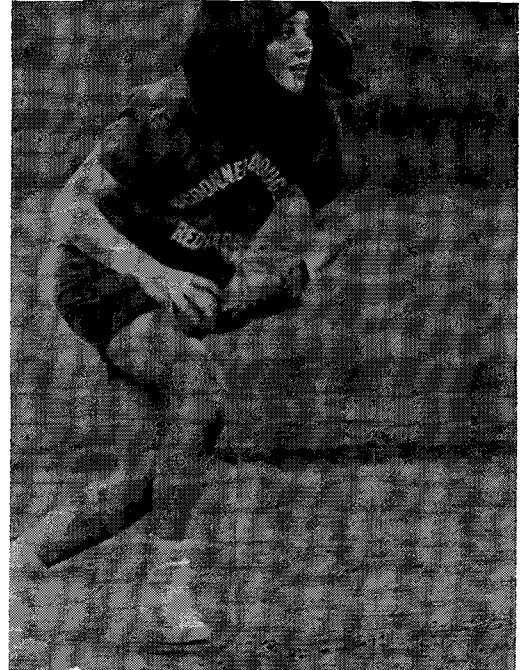
The club displays community interest. Toys and dolls, which are donated to the club during the year, are repaired, painted, dressed and given to accredited organizations and hospitals. A charity table has been set up to which members contribute articles they no longer use. The proceeds from the articles, purchased by club

members, are made available by check to charity organizations.

The goodwill generated toward the company certainly cannot be measured—nor the heartfelt appreciation of the club members who feel they have not been forgotten by the company during their retirement years. ■

Softball

McDonnell Douglas Corp.
St. Louis, Mo.
Bert Granville and John Frain



The softball program at McDonnell Douglas Corp. reached an all-time high in 1968, with over 1,600 employees participating on 96 teams in five divisions. From one modest six-team league in 1961, slow pitch softball has grown steadily—to 52 teams in 1968—while fast pitch has remained constant.

Facilities for the entire program are obtained from the City of St. Louis and surrounding municipalities. To provide for various shift workers, games are played at 8:00 and 10:00 a.m., while evening leagues begin at 5:30 p.m. and run through 11:00 p.m.

The entire program is underwritten, with the only cost to the individual being his own personal equipment. The company pays the entry and officials' fees; furnishes bats, balls, bases and masks; and provides trophies for championship teams in each league. Special trophies are provided

for all no-hit games and special awards are presented to teams winning metropolitan championships.

Winning metropolitan crowns are not rare at McDonnell Douglas; we did it in 1964 and in 1966. The MDS "Rinky Dinks," playing in the fast pitch division, have captured six metro championships in the past seven years and seven in the past nine.

One reason for the high interest in softball at MDC has been the balance maintained in the various leagues. To keep this balance, a system is used whereby a team winning a league championship advances to a higher league the following season. When a team finishes last, it drops to a lower league. All new personnel desiring to participate in the softball program are placed in a surplus pool from which managers may draw in inverse order from the previous year's standings. This has kept competition on an even

keel and has virtually done away with any forfeits. Weekly result sheets and standings are also mailed to all team captains and managers. Each October an awards dance is held and awards are presented to each championship team.

On the distaff side, the softball program increased from one varsity team in 1966 to a total of eight teams in 1968. One of the highlights of the year was the crowning of Anita Heider, star shortstop on a house league team, as "Miss Industrial Recreation of 1968."

Softball at McDonnell Douglas Corp. has become quite a family affair with many wives and children attending the games to cheer for dear old dad and, in some cases, for dear old mom. This has been especially helpful to new employees, as it gives their families a chance to meet others in an informal atmosphere. ■

BOWLING

Raytheon Company
Andover, Mass.
A. W. Porter



In 1968 there were four Raytheon-Andover sponsored Ten Pin Leagues and one Candlepin League which utilized community facilities for their competition.

This year, the four Ten Pin Leagues totaled 68 teams, with an average of 7 employees per team. In 1967 there were a total of 60 teams in the same leagues. The Candlepin League did not exist in 1967, but in 1968 boasted 6 teams, with the same 7 per team average.

All the leagues elected their own officers who controlled the organization and supervised their respective leagues. Each league held its own award banquet. Every bowler in each league is sanctioned with ABC and WIBC. There is a thirty-three week season for all leagues. Three of the leagues are composed of men's teams, and one is a mixed league.

In the "Friday Night Men's League," there are three executives from management on three separate teams, indicating enthusiasm and good support from top management in the company plant.

A special rolloff is held late in April to determine the 8 bowlers who will represent Raytheon-Andover in the lo-

cal YMCA Industrial Bowling League.

The Raytheon Employees Activities Association financially supports the team. In 1968, the team finished in first place among 16 industries participating. The same team competes in local state tournaments. Jackets and a dinner at an exclusive club were rewards for the first place finishers.

A committee of eight, including the R.E.A.A. Coordinator, planned and organized an all New England Raytheon Bowling Tournament, which lured close to 800 entries to compete for the \$1900 cash prize money. The same tournament in 1967 had 537 entrants.

The leagues hold the responsibility for mailing their members weekly statistics and schedules. Volunteers from each league submit articles for the weekly house organ.

The success of the total bowling program is attributed to the enthusiasm of a large group of volunteer employees who organize and supervise it, with occasional assistance from the R.E.A.A. Coordinator.

This self-anatomy of a "successful and excellent" program is and should be a primary goal for industrial recreation. ■

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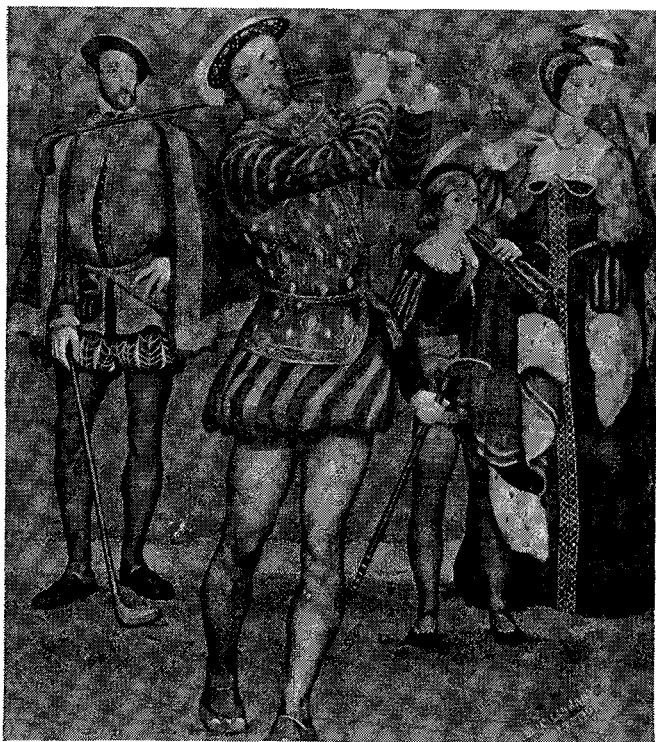
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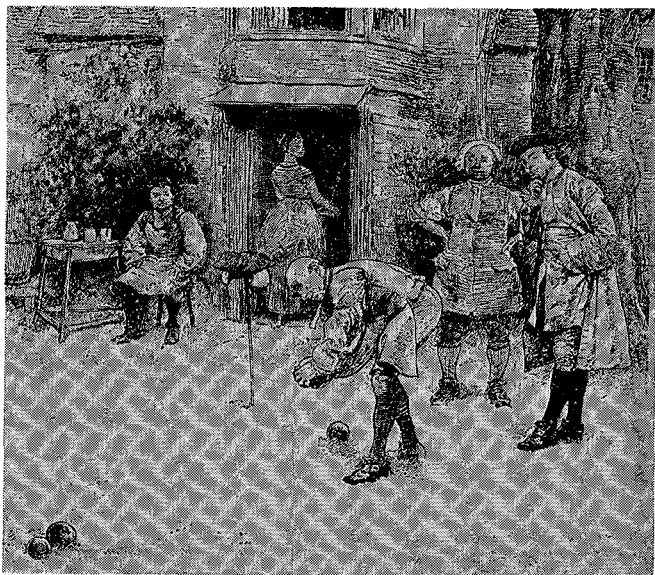
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Proper Care of Sporting Equipment



THE SPORT OF KINGS. In Merrie Olde England, commoners were forbidden to play golf; it was reserved exclusively for royalty. In the 18th century, golf clubs were hand-made by artisans, and players hand-rubbed and polished their clubs after every game.



BOWLING ON THE GREEN. Bowling on the green was a favorite sport of the Dutch in Old New York. Grassy patches of lawn were set aside in each town for bowling afficianados.

Ever since man first discovered leisure time, sporting games have been around to fill it. Probably the first sports equipment were the legbones and skulls of cavemen. But the "mother of invention" went to work and soon people were batting balls, hitting mallets, swinging sticks and rolling wheels.

The Ancient Egyptians played games resembling checkers and parchesi. Olde England was first with the hockey stick and bowling ball; Scotland gave us golf; polo was the Persian "Game of Kings;" and "Tennis, anyone?" was first heard in Byzantine times.

Today, TV and automobiles notwithstanding, children and adults the world over have the same ancestral urge to engage in recreational activities — and the range is from skiing to marbles. Usually it's a combination of many, with the well-rounded family owning rackets, golf clubs, skis, skates, boards and balls.

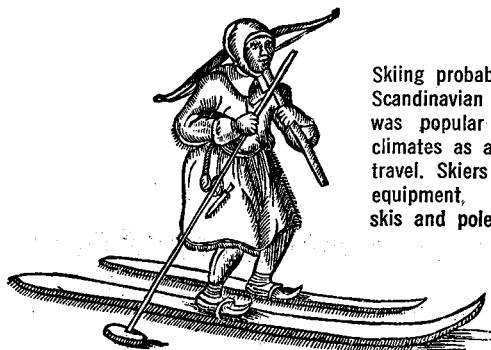
Throughout history a great deal of care and workmanship went into the making of many types of sporting equipment. For instance, in the 18th century, golf clubs were hand-made by artisans, and golfers took exceptional care of their clubs, treating them as fine pieces of art. They were rubbed and polished after every game, and stored in protective cases. It wasn't until the twentieth century that clubs were mass-produced, and stainless steel shafts replaced the hickory.

It is just as important today to keep clubs clean and in good condition as it was in days of old. A golf club is precision-made to give the player the best results. They should not only be wiped off after each game, but during it also, as clumps of grass and dirt adhering to a club can often impair a good shot.

The same cleaning rules go for rackets and mallets. A tennis racket particularly should be wiped off immediately after it gets wet. Although a tennis racket seldom gets very dirty, it is often laid on wet grass or used in the rain. If it isn't dried immediately, the gut strings will contract and warp the frame.

Skiing is another popular sport where proper maintenance of equipment is too often neglected. Skis should always be wiped carefully after use, and stored in a dry place—especially if the skis are wooden; wooden skis will warp if they are not dried thoroughly. The new fiberglass and steel skis are more easily cared for. Although the skis themselves will not warp or rust, their bindings might; and when bindings warp, rust or corrode, they will not release properly. So, for safety's sake, make it a practice to wipe them off a few times during a ski day.

A little common sense will keep any piece of sporting equipment in good shape, and will guarantee many years of sporting fun. Keep in mind that the better the care given equipment, the longer you'll be using it. ■



Skiing probably started in the Scandinavian countries, but it was popular in all northern climates as an easy means of travel. Skiers made their own equipment, carving wooden skis and poles to size.

Industrial Recreation Professional Staff Standards

Rather than expound extensively on characteristics necessary to any person who is basically people oriented in his work, this narrative is intended to provide insight with regard to the essential knowledge, skills, and abilities more closely or solely related to the professional recreator.

In recognizing the fact that standards must be changed to meet various situations, we are hopeful that this article will be of significant value to many industrial and municipal administrators.

by **Frank W. Barnes**

Mgr., Corporate Recreation Services
Xerox Corporation
Rochester, New York

In order to continue to keep pace with the leisure-time needs of its employees, Xerox Corporation (through the Xerox Recreation Association, Inc.) has recognized a commitment to provide a comprehensive recreation program for employees and their families. Recently, Xerox approved the educational background, vocational experience and personality requirements for persons filling professional recreation staff positions; they are listed below.

EDUCATION

Formal education culminating in a Bachelor's Degree from a nationally accredited institution in Recreation is a basic requirement. Course work and practical application of recreation philosophy and principles make up a significant part of this degree. Considerable study in psychology, sociology, the physical sciences and management preparation is also required. Additionally, all professional recreation staff members must be knowledgeable in the area of cardio-vascular fitness. Educational preparation must also include current trends and practices in recreation, sports management, social recreation techniques, concepts of landscape architecture, layout and design of recreation facilities, and the sound maintenance of indoor and outdoor recreation facilities. Course work in industrial relations is desired, but not required.

A Master's Degree in Recreation, or a closely related field (Business Management preferred), is required for all professional staff members above the specialist rating.

SKILLS AND ABILITIES

Foremost, the recreation professional must be able to deal effectively with men and women with varied ages, interests, education, economic levels and abilities. He must be able to communicate effectively with superiors and subordinates and to tactfully and diplomatically make constructive criticism. He also must provide the necessary encouragement to program participants and to generally make employee experiences with recreation enjoyable and beneficial. Natural leadership ability and knowledge of leadership skills cannot be over-emphasized.

All professional staff members must be able to project a favorable image of his company and himself. In short, he must be skilled in all aspects of administration with major emphasis in the management of finances. Additionally, he must be skilled in supervising subordinates while being able to take positive action with superiors. He must also be able to adapt quickly to new situations and to study and grow with new program, facility and staff developments.

The recreation professional must, as a result of education and experience, possess a broad knowledge of leisure-time skills and be able to translate leisure-time needs into wholesome and interesting activities. He must control a sound philosophy of recreation consistent with current trends in municipal and industrial recreation.

EXPERIENCE

All potential professional staff members should have a considerable amount of experience in working with people in a recreation setting. Obviously, the types of experience required will vary with the different posi-

tions within the organization. The most important factors for potential staff members are (1) that they are people-oriented in their career goals, (2) that their background indicates their desire to work with and for people, and (3) that they possess the basic knowledge, ability and skills necessary for the performance of a position. Interest in their chosen career field should be evidenced by their membership in the National Industrial Recreation Association.

Specific background guidelines are indicated below:

MINIMUM REQUIREMENTS

Levels of Responsibility:

- I. Recreation Specialist
 - A. Bachelor's Degree in Recreation
 - B. Minimum of 1 year of experience
- II. A. Senior Recreation Specialist
 1. Bachelor's Degree in Recreation
 2. Master's Degree in Recreation
 3. Minimum of two years' experience in the areas of specialization
 - B. Recreation Supervisor
 1. Bachelor's Degree in Recreation
 2. Master's Degree in Recreation or related field
 3. 2-years' experience in an industrial or municipal recreation operation, 1 year of which must be in a supervisory capacity
- III. Manager of Recreation Programs
 - A. Bachelor's Degree in Recreation
 - B. Master's Degree in Recreation or related field
 - C. 5-years' experience in an industrial or municipal operation, 2 years of which must be in a managerial capacity
- IV. Manager of Corporate Recreation Services
 - A. Bachelor's Degree in Recreation
 - B. Master's Degree in Recreation or related field
 - C. 8-year's experience, 5 in a supervisory position, 2 of which must be in a managerial capacity in industry

How to Initiate a Minor Hockey Program

by Dale R. Hails

Assistant Director of Recreation
Dominion Foundries and Steel Ltd.
Hamilton, Ontario, Canada

When the first leaves of Autumn appear in their many crimson shades, youngsters all across Canada immediately turn their attention to local ice arenas for the enjoyment found in hockey. What these boys don't realize is the tremendous amount of work already done behind the scenes to provide them with hockey during the upcoming months.

The basic step in setting up any minor hockey association is to pick volunteer workers who have a keen desire for a hockey program. If experienced volunteers are available, they could be an additional asset, but the main ingredient is desire.

Offices are formed by using these volunteer leaders. Examples of offices in a large minor hockey program are: president, who is responsible for the over-all operation; vice-president (one for each division formed by player age grouping), responsible for successful operation of each division; secretary, writes up minutes of all meetings; treasurer, responsible for all monetary transactions; head timekeeper, schedules timekeepers for each game in the regular schedule; equipment manager, responsible for ordering all equipment, distributing it to participants, and making sure it is in good repair; statistician, records all data for team standings, scoring, etc.

Following this organizational set-up, application forms must be circulated to attract players, coaches and managers. The minimum and maximum age limits should be determined to take care of all boys in the community or industry. Each proposed team would function best with approximately 18 players and with 3 or 4 adult handlers (coaches and managers). When applications have all been received, players should be assigned to their respective divisions according to age. If a proposed league is formed for boys ages 8 to 16 years, these would be the divisions: 8

to 10 years, Novice; 10 to 12 years, Pee Wee; 12 to 14 years, Bantam; 14 to 16 years, Midget. All teams in each division of the league could be named after various National Hockey League teams and their uniforms could be the same pattern.

After determining the number of teams participating in the entire league, a schedule would be drawn up for each, with the length of schedules and dates of games determined by availability of ice time in the community.

Arrangements must be made to acquire all necessary ice time in which to operate the league. Officials are an integral part of any sport—and hockey is no exception. With the growth of Canada's national game throughout the United States, a local referee's association probably would be available to the league, and hence, arrangements for good officiating should be no problem.

Now, the league is almost ready to commence operations, but rules first must be drafted as a guideline for all participants. In our Dofasco Minor Hockey Leagues, we abide by the Canadian Amateur Hockey Association rules, with a number of exceptions.

Safety is utmost in all our minds, and it is our job to see that sporting activities are made as safe as possible for all participants. A good brand of equipment is most essential to the enjoyment of the game. Mandatory rules can also be instituted that undoubtedly ensure that your youngsters play safe. These may include use of mouth

guards; head gear; shin, knee, and elbow guards; shoulder pads; and gloves.

Some minor hockey leagues supply equipment, which is loaned to each participant for the hockey season, with the understanding that it is to be returned at the end of each season. In our particular case, we supply each boy with sweaters, pants and socks and the parent buys the balance of his uniform, which lasts for a number of years until it is outgrown. If this were the situation, a parent would buy gloves, sticks, elbow pads, helmet, mouth guard, shin guards, skates and athletic support—a total investment of approximately \$35.00. With the league supplying sweaters, pants, socks and all goaltenders equipment—the latter too costly for an individual player to buy—a good protective quality would be assured. Each uniform would cost approximately \$16.00. The above is an ideal compromise because parents and your hockey association are both absorbing costs and, therefore, reducing expenses for each other.

Following the regular schedule of league games, a championship series is conducted to declare winners of each division. Within two weeks all participants are invited to an awards party where they can all meet on a social level.

An enormous amount of pleasure can come from setting up a Minor Hockey Program and providing hockey for boys in your area throughout the winter months. ■



NIRA NEWSLETTER

TRW Retains National Industrial Golf Championship

The talented, well-balanced, veteran "TRW" golf team of Cleveland Ohio, 1968 National Industrial Champions, added their fourth national title at Purdue University, August 17th, with a 36-hole, 4-man team score of 623.

Last year the same TRW quartet fashioned a record 612 total and this year slipped to 623 which is still eight strokes better than Goodyear Tire & Rubber Company's 631. Wright Patterson AFB was third with a 634.

A total of 328 crack industrial golfers from ten States and Canada competed in this year's 24th Annual Classic. The Lafayette, Indiana, Chamber of Commerce trophy for the team traveling furthest went to the United Airlines Mainliner team from San Francisco.

Inland Wins

Larry Deal's Inland Mfg. Co., GMC, Dayton, Ohio, finally cracked the winner's circle in the "B" Division with a 656 total, which was eleven strokes better than the WABC Con-

struction Equipment team of Peoria, Ill. Dayton Power & Light Co. and Motorola of Franklin Park, Ill., tied for third at 668.

Raden Medalist

Twenty-six year old Jim Raden, B.F. Goodrich Co., Akron, Ohio, market analyst, replaced TRW's Joe Golob as medalist with a 146 total on rounds of 74-72. In the "B" flight, Bill Hayes, Motorola Co., Franklin Park, Ill., playing in the last threesome came in with a 75 to go with Saturday's 79 for the 154 winning total.

The "Par" Magazine trophy for the closest to the pin on No. 9 South went to Goodyear's youthful Bill Baker who ended up 3 ft. 6 in. from the pin.

The "House of Golf" hole-in-one contest was won by Inland Mfg. Co.'s Harold Harmony who guessed his 36-hole tally correctly at 155.

The management tournament attracted twenty-six directors and coaches, with Jack Thomas of Day-

ton Power & Light Co. winning with 81 actual, less 16 handicap, for a 65 total on the Battle Ground Golf Course. Lou Tait, Dominion Foundries & Steel Co., Hamilton, Ont., Canada, and Vince Lauderman, Champion Paper, Hamilton, Ohio, were runners-up.

Dick Wilsman, National Chairman, S. C. Johnson & Sons, Racine, Wis., announced that the gala 25th Annual National Industrial Golf Championships will be played August 22-23, 1970 at the Mayfair Country Club, Uniontown, Ohio, with a special tour to the Pro Football Hall of Fame in Canton, Ohio.

The top finishers in each category are:

Class "A" Team

1. TRW, Ind., Cleveland, Ohio
2. Goodyear Tire & Rubber, Akron, Ohio
3. Wright-Patterson AFB #1, Dayton, Ohio
4. Eli Lilly #1, Indianapolis, Ind.
5. Mosler Safe Co., #1, Hamilton, Ohio

Class "A" Medalists

Jim Raden, B.F. Goodrich Co., Akron, Ohio
Jim Fromuth Eli Lilly Co., Indianapolis, Ind.
Joe Ferguson, Wright-Patterson AFB, Dayton, Ohio
Joe Urso, Mosler Safe Co., Hamilton, Ohio
Mearl Ashton, Goodyear Tire & Rubber, Akron, Ohio

Class "B" Team

1. Inland Div., GMC #1, Dayton, Ohio
2. WABCO-Construction #1, Peoria, Ill.
3. Dayton Power & Light #2, Dayton, Ohio
4. Motorola, Inc. #1, Franklin Park, Ill.
5. Ill. Agriculture Assn., Bloomington, Ill.

Class "B" Medalists

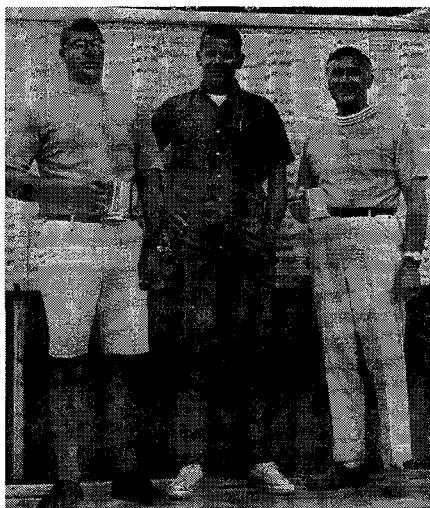
Bill Hayes, Motorola, Inc., Franklin Park, Ill.
Cecil New, Mosler Safe Co., Hamilton, Ohio
Bob Gibson, WABCO Const., Peoria, Ill.
Robert Johnson, Champion Papers, Hamilton, Ohio
Don Pobst, McCall Printing, Dayton, Ohio
Ed Krol, Wyman-Gordon Co., Harvey, Ill.

Management

Jack Thomas, Dayton Power & Light Co., Dayton, Ohio
Lou Tait, Dominion Foundries & Steel, Hamilton, Ont.
Vince Lauderman, Champion Papers, Hamilton, Ohio
Mike Mitchell, Lennox Industries, Marshalltown, Iowa



National golf championship team, Class A, TRW. Left to right, front row: NIRA president, A. Murray Dick; TRW recreation director and team manager, Hank Sopka; team captain and 1968 medalist, Joe Golob. Back row: Mike Distransky, Ted Betley and Mike Such.



Management champions in the 1969 National Industrial Golf Tournament. Left to right: Jack Thomas, Dayton Power and Light Co.; Dick Wilsman, national golf chairman, S.C. Johnson & Sons; and runner-up, Lou Tait, Dominion Foundries & Steel Co.



National golf championship team, Class B, Inland Mfg. Co. Left to right: NIRA president, A. Murray Dick; Gene Hadley; Wm. McNay; Robert Peters; Harold Harmony; and Larry Deal, Inland recreation director.

AROUND THE CIRCUIT

The Astronomy Club at Lockheed-Georgia Co., Marietta, Ga., will offer several sessions on the introduction to astronomy for interested employees and their families early this Fall. This will include several viewing sessions, and lectures on the planets, stars and galaxies, mirrors and telescopes, and moon flights.

Other projects planned for the following months include field trips to Fernbank Observatory and Kennesaw Mountain, instructions and help in mirrors grinding, and a field trip to observe the solar eclipse next March.

A group of bicycling enthusiasts at Tektronix, Inc., Beavertown, Ore., recently formed a loose-knit organization to promote tours to areas of the Northwest that are accessible by bicycle. Currently they are conducting a membership drive to attract more bike riders into the group.

Racing, touring and family riding are the three primary types of bicycle-riding activities. So far, the group has concentrated on touring. One trip involved a Beaverton-to-Tillamook ride of 75 miles. To accommodate the drop-outs, the bicyclists included a "sag-wagon" which provided motorized transportation for those too pooped to pedal.

Club activities, to date, include a 55-mile tour to Champoege, a 100-mile trip to Astoria, and a 160-mile two-day trip to Timberline.

Some members of the Tektronix group belong to national bicycling organizations. The two major national organizations are the League of American Wheelmen and the Amateur Bicycle League of America, from which the U.S. Olympic teams draw many of their members.

The weather was damp but spirits were high when executives and civic leaders broke ground for General Dynamics Recreation Association's new golf course this summer. The 18-hole, 7,000-yard course and clubhouse, expected to be one of the finest golfing facilities in the southwest, is slated for completion next spring. It will be located about 15 miles west of Fort Worth, Texas, near highway 80.

Ralph Plummer, nationally known golf course architect, will design the course.

Property used by the IBM Corp. for a golf course, country club, and a school formed the basis for a "scenic easement agreement" between the company and the Village of Sands Point, New York. A scenic easement withholds land from land speculators or builders for the period of the easement.

Eugene Nickerson, Nassau County Executive, praised IBM officials and the mayor of Sands Point for their "cooperation and foresight in helping preserve the scenic beauty of this valuable land."

"The one dollar the county will pay IBM Corp. for the 25-year easement agreement is, of course, just a symbolic consideration," Nickerson said. "The true value of preserving these 250 acres of open land for the next generation can only be measured aesthetically."

A Camper's Club has been added to the list of hobby clubs available to employees at Lockheed-Georgia Co., Marietta, Ga. The Club, which plans its activities and events around the entire family, has 54 members at the present time.

The activities of the organization include monthly informational meetings, periodic camp-outs, an Annual Camping Show to stimulate interest in camping and family cook-outs, and outings.

The Club is establishing a library to make available to members detailed maps, pamphlets, magazines and other camping information. It is also planning to affiliate with the Family Camping Federation and the American Camping Association.

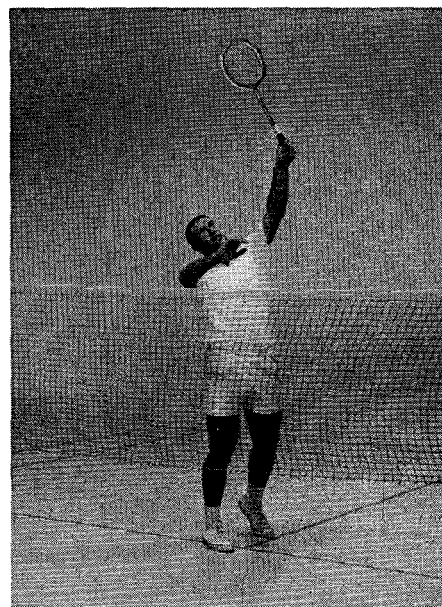
Roy A. Ebben, 61, personnel director of Kohler Co., Kohler, Wis., died unexpectedly on Aug. 19 following abdominal surgery.

Ebben joined Kohler in 1944 as part-time recreation director and became full-time recreation director in 1955. In Feb. 1966, he was appointed assistant personnel director, and in August of that year was promoted to personnel director.

U.S. taxpayers spend almost \$3,000 per second, 24 hours a day, to finance the federal government.

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Defensive Clear, Attacking Clear
- C-8 Forehand Overhead Shots—
Smash, Drop
- C-9 Backhand Overhead Shots—
Defensive Clear, Attacking Clear
- C-10 Backhand Overhead Shots—
Smash, Drop
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- C-12 Net Shots
- C-13 Around the Head Shots—
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NEWS ROUNDUP

FROM THE WORLD OF RECREATION

... Products and Equipment

ALL-TERRAIN VEHICLES are being promoted as the latest thing for sportsmen. At least six companies are turning out the vehicles in six-wheel models that climb steep hills, ride over rocks and dunes and navigate in lakes and streams. Low-pressure balloon tires and special engines enable them to whip along off the road at 30 m.p.h. or so. Plastic or fiberglass bodies keep them watertight. With their versatility plus low price tags (one model sells for about \$1,500), makers hope the vehicles will catch on as well as snowmobiles.

ATV Mfg. Co., currently producing its Attex vehicle at a 5,000-a-year clip, expects to double the rate by year-end. Allis-Chalmers, which entered the market in a limited way a year ago, recently went to full-scale production of its Terra Tiger at a new plant in Lexington, S.C. One manufacturer predicts the field will be cluttered with as many as three dozen companies in a few years.

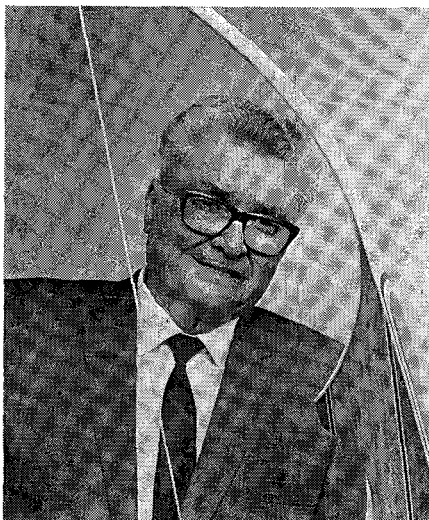
PLASTIC STEPS on model gyms, slides and pool ladders are making their mark in the play equipment industry as a replacement for galvanized tubing. After one year in the market place, high-density polyethylene steps have proved to be safe, due to a wide tread on each step. However, according to a major equipment manufacturer, they are not expected to replace metal steps completely because of the higher cost of plastic.

... Personalities

CHARLES H. "CHUCK" TAYLOR, known to coaches all over the world as "Mr. Basketball," retired on Sept. 1st after almost half a century as Converse Rubber Company's goodwill ambassador. Joe Dean, L.S.U. Athletic Hall of Fame member, succeeds Taylor as Promotion Manager for the company's Sporting Goods Division.

BEN PEARSON, who introduced archery to the average American, is retiring. Now 72, he is stepping down from leadership of the archery manufacturing concern he founded in a backyard woodworking shop more than 40 years ago. By applying modern technology to bowmaking, Pearson produced the first low-cost archery equipment.

Today, thanks in part to Pearson, there are an estimated 8 million serious bowhunters and archers. In 1972, archery will become, for the first time, an official Gold Medal Olympic event.



Ben Pearson, the Grand Old Man of Archery, retires from the archery manufacturing concern he made the biggest in the world. Machinery originally designed and built by Pearson made possible the mass production of arrows, bows and other archery tackle.

... FILMS

FRED MISSILDINE, recognized as the foremost instructor of shotgun shooting in the country today, is featured in two new Winchester-Western films entitled "Skeet Well" and "Tips on Trap." Missildine offers personalized instruction with the aid of a unique slow-motion camera mounted on a shotgun, which permits the viewer to see the proper swing, lead and follow-through necessary to become a skilled shooter.

The two, 17-minute color movies also illustrate proper stance and gun

position. Missildine, supported by a cast of expert gunners, points out that the most common mistake among skilled trap and skeet shooters is lack of concentration.

Both films are 16mm; prints may be obtained free of charge from Modern Talking Picture Service, Inc., 1212 Avenue of the Americas, New York, N. Y. 10036.

SPORTSMEN CLUBS looking for program variety can obtain a free copy of "Films for Sportsmen" from the National Shooting Sports Foundation, 1075 Post Road, Riverside, Conn. 06878. The brochure lists films on hunting, shooting and conservation, plus information on how to obtain them.

"TAKE NOTHING but pictures, leave nothing but footprints," is the National Park Service's advice to the millions of camera-carrying visitors who find pleasure and beauty in America's 34 national parks. It is also the philosophy behind a new publication, "Kodak Guide America's National Parks," which describes how pictures can help visitors remember the beauty of the parks, while leaving them unmarked for the millions who follow in their "footsteps."

The soft-cover book is the result of a team-up between Michael Frome, noted conservation and travel writer, and the photographic experts of the Eastman Kodak Company. It provides readers with an up-to-date listing of all 34 national parks, maps of some parks that contain the best picture locations, hints on picture-taking, and 32 pages of color photographs of the parks.

The 128-page book can be obtained from Kodak dealers everywhere, or by sending \$1.50 to: "Kodak Guide America's National Parks," P.O. Box 9799, St. Paul, Minn. 55177.

"AMERICA GOES CAMPING" is an award-winning movie on modern outdoor camping for the family. It is a 28-minute, 16 mm. sound film featuring vacationing in the great outdoors with all its scenery, activities and relaxation. Ted Williams plays a major role in this colorful movie which was filmed in the alpine beauty of western Montana. You may book this non-commercial film, free of charge, by writing to: West Advertising/Public Relations, P.O. Box 670, Billings, Mont. 59103.

... Places and Events

THE 400-METER OLYMPIC ICE RINK in West Allis, Wis., is the only one of its kind in North America. It was built in 1966 with funds provided by the State of Wisconsin. Since its construction, it has been used by nearly 200,000 skaters, including hundreds of racing contestants throughout the United States and Canada.

The rink has been the site of ten national speed-skating championships. In Feb. 1970, a Women's World Championship, as well as an International Men's Championship, will be held at the rink.

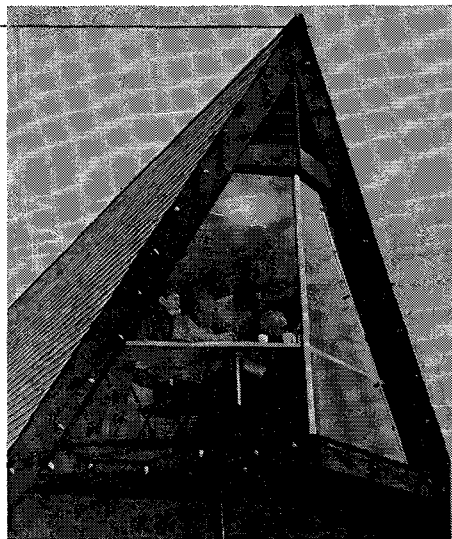
A separate building, situated at rink-side, permits judges and timers to have an unobstructed view of skaters on the ice. Electric radiant heat panels, mounted in the ceiling of the building, protect the officials from low temperatures as they observe the skating activities.

THE WINCHESTER GUN MUSEUM, housing one of the finest collections of small arms in the world, is currently celebrating its tenth anniversary. Since its opening to the public in June, 1959, the museum has attracted over 200,000 visitors from all parts of the world.

The Winchester museum collection was originally compiled as a record of firearms development in America but has evolved into a study of projectile arms and firearms of every type and origin, containing over 5,000 different pieces with an estimated worth of more than \$1,000,000. Oliver Winchester, the founder and first president of the Winchester Repeating Arms Company, is thought to have started the original collection in the late 1850's.

The collection was first placed on exhibit in 1910 when Thomas C. Johnson, a gun designer, decided that Winchester employees should have a chance to see it. The guns were privately displayed in the Winchester plant in New Haven until the outbreak of World War I, when the demand for plant space necessitated putting the exhibition back in storage until after World War II.

During this period, the main emphasis of the collection remained on American firearms developed during the 19th and 20th centuries. This, however, changed in 1951 when Winchester purchased the Edwin Pugsley



At the Olympic ice rink in West Allis, Wis., officials can observe speed-skaters from a heated room in the judges and timers building.

collection of over 2,268 guns and 600 accessories. The addition of the Pugsley firearms, plus subsequent selective buying, have made the exhibition at the museum one of the most complete assemblages of European and American armaments in the world.

The Winchester Gun Museum is located in New Haven, Conn., and is open Mondays through Saturdays (except holidays). Admission is free.

... the Legal Side

NEW REGULATIONS concerning recreation on lands administered by the Bureau of Land Management affect over 460 million acres of Federal lands. The new regulations allow issuance of special permits for installation of commercial recreation facilities on these public lands including resorts, motels, trailer camps, stores, guide services, marinas, and ski facilities. Sports events, races, rallies and other activities are also recognized as legitimate uses of the public lands, along with resource uses such as grazing, forest production, and others.

SPORTSMEN PROGRAMS would receive an extra \$5 million a year if Congress passes bills introduced in the House and Senate.

The bills would divert the 10% tax on handguns from general revenue to the U. S. Department of Interior. Half of the funds would go to the states, on a 50-50 matching basis, for hunter safety programs. The other

half of the money would go to the federal aid program for wildlife restoration, established in 1937. Through an 11% tax on sporting rifles, shotguns and factory ammunition, more than \$350 million have been collected. This money is prorated to the states on a 75-25 matching basis.

If the bills do pass, wildlife restoration would receive about \$2.5 million a year, in addition to the normal Pittman-Robertson wildlife restoration funds. The other \$2.5 million would be prorated to the states for use in hunter safety programs. Also, the states could use the money for the "construction, operation and maintenance of public outdoor target ranges."

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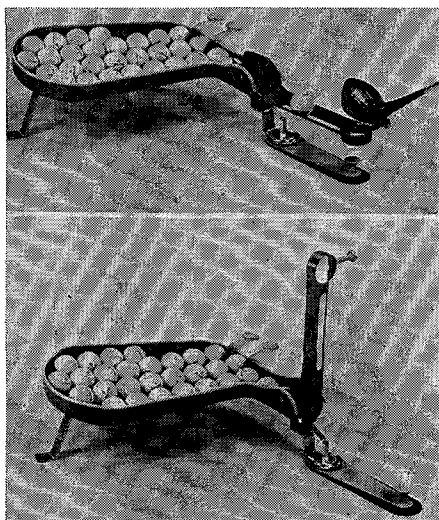
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NEW PRODUCTS

For further information on the products described, write to: **RECREATION MANAGEMENT, 20 N. Wacker Drive, Chicago, Ill. 60606. Refer to the product by number.**

Automatic Teeing Machine

"Tee-Matic," an automatic, golf ball teeing machine, lets the practicing golfer tee up 30 consecutive golf balls without stooping. When lowered with the head of a golf club, the unit's spring-loaded teeing arm delivers a ball to an attached rubber tee. The teeing arm then returns to its vertical



position so the golfer has a clear swing.

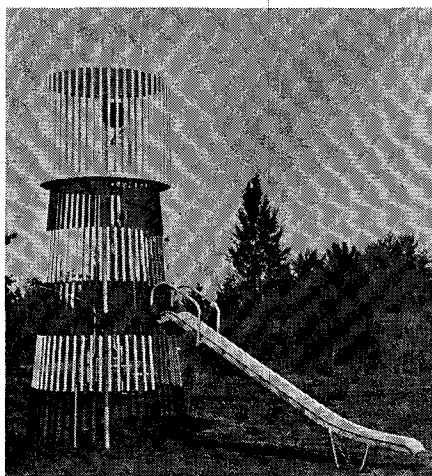
The unit operates with both regulation and plastic practice balls, and can be used indoors or out. Heavy-gauge steel construction, with a red and yellow enamel finish, gives the Tee-Matic strength and attractiveness. The manufacturer, IRA Products, lists the suggested retail price at \$39.95; shipping weight, 5¼ lbs.

Write for information on No. 54.

Playground "Lighthouse"

A towering, 21-ft. high lighthouse, complete with an authentically designed revolving beacon, two lookout stations, and a 12-ft. stainless steel slide, has been introduced by Game Time, Inc. Its large size, colorful red-and-white finish, and countless opportunities for creative, imaginative play makes it suitable for youngsters of all ages.

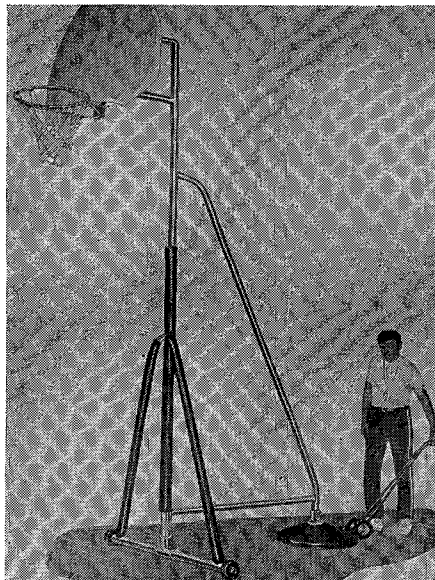
Durably constructed of steel and galvanized pipe, this playground lighthouse for children is designed to



withstand years of all-weather use. It is finished in baked epoxy paint to guard against chipping or cracking.

Write for information on No. 83.

Portable Basketball Standard

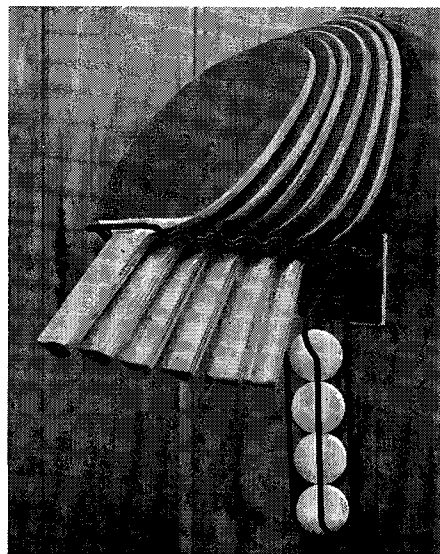


A portable basketball standard, which adjusts from 8' 6" to official 10' height, is manufactured by Jayfro Corp. A 145-lb., rubber-mounted, steel counter base gives the unit maximum stability and rigidity. By using a special rollaway lift-handle attachment, the unit will move on its two, non-scurr, hard rubber wheels. Total weight, 325 lbs. The unit is virtually maintenance free. The institutional price is listed at \$289.00.

Write for information on No. 53.

Ball and Paddle Rack

A compact, wall-mounted storage unit for table tennis paddles and balls has been introduced by Point of Sales, Inc. Balls are conveniently dispensed,

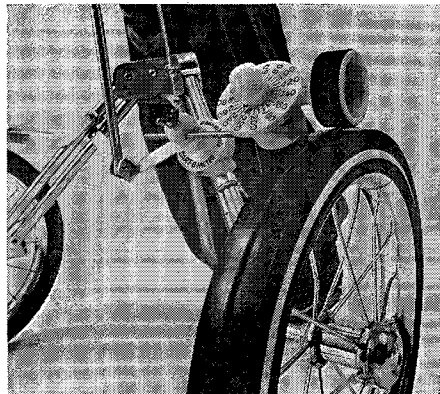


one at a time, from the bottom of the holder with a light downward pull. The unit is designed to blend with any recreation room decor. It is made of all-steel and finished in flat black, scratch-proof, baked enamel.

Write for information on No. 85.

Golfers Yardage Measure

The Cart-O-Meter, a measuring instrument that can be mounted on any type of golf cart, is precision calibrated to measure distances up to 300 yards. Made of high-impact plastic, it is attached to the golf cart strut. Yardage is indicated on meter's dial,



activated by a drive wheel which rides on the golf cart's wheel. According to the manufacturer this new device will not only aid the golfer in his club selection but will also enable him to measure how far he can hit a ball.

Write for information on No. 32.

Target Practice Device

A powder actuated launcher, called the "targeteer," uses empty beverage cans as moving targets, to simulate live or clay bird shooting. A .22-caliber blank cartridge is employed to throw the cans 40 yards out, 40 feet high. This device, manufactured by Scientific Products Corp., requires no permit or registration.

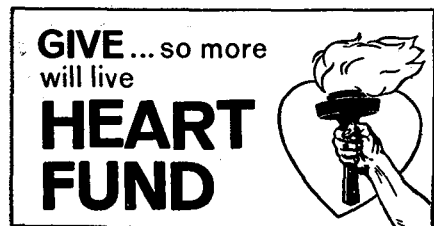
Write for information on No. 86.



Spray-type Striper

Laying out play fields, parking areas, or aisles can be a fast, one-man operation with the TrueLine spray-type striper. A handle mounted spray trigger starts and shuts off the paint instantly. The striper paints straight or curved lines, gives sharp, clean edges and applies paint evenly the full width of the stripe. Heavy-duty, 3½-gallon tank holds sufficient paint to stripe 1,200 linear feet with one loading.

Write for information on No. 41.



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Snowmobile Drill Teams

a growing group activity

When it comes to dreaming up new ways of fun, no group of fans seem to have the ingenuity of snowmobilers. Since snowmobiles first became a big part of the winter scene, snowmobilers have invented a host of activities for themselves and their versatile machines: cross-country marathons; high-speed racing; snowmobile camping and safaris; and jumping competition. Last summer, at Forest Lake, Minn., one group that "just couldn't wait" for winter, held a 1/4-mile "LeMans" drag race on a freshly cut hay field, complete with police radar timing.

Now, snowmobile drill teams are on the upsurge. Snowmobile drill teams vary in size; they may range from 8 to 100 members. Naturally, most start as small units then grow as neighboring snowmobilers watch and get the urge to join the action. A snowmobile drill team is a snowborne version of the intricate formations of a college band, with the deep-throated engines of the vehicles providing the music and the colors of the machines on the white snow adding a note of informal pageantry.

Members of drill teams find that it demands concentration, coordination, discipline, timing and close teamwork—all which tends to sharpen the snowmobiler's ability to master turning, maneuvering and all-around driving skill. Once organized and well-practiced, members are eager to compete, as small groups within their own team, or against other clubs in the area.

Perhaps, the "hotbed" of the new drill team trend is Salt Lake City, Utah. Here, three large teams compete throughout the season. Their origin can be credited to Hugh Sweeten, an expert horseman, who applied the basic principles of equestrian teams to snowmobiling. Sweeten developed formations and helped organize the pioneer Salt Lake area clubs. For fledgling drill teams, Sweeten offers several guides to getting organized and functioning as a team:

1. Select a good drill-master.

He (or she) is the key to leadership on



"CRACK SQUAD" ON THE MARCH. Most drill teams feature a special group of speedsters for spectacular exhibitions, hard-driving competition.

and off the field. The drill-master must learn and teach formations, then direct practices. Your team follows hand signals given by the drill-master from the lead machine (desirably distinctively decorated) or signals given from an area clearly visible to all team members.

2. Find adequate space.

For larger groups, about 5 or 6 acres

of open field will do. Smaller groups require proportionately less space.

3. Arrange machines for "good looks." The sharpest-looking drill teams consist of snowmobiles of the same color and make. But, in case of "mixed" teams, your drill team will look best in line ups of 4 blue, 4 yellow, 4 black, etc.—that is, in contrasting "4's" of

continued on next page

"EYES RIGHT!" A snowmobile drill team forms a perfect line . . . waiting the "go" signal from their drill-master.





HINTS TO IMPROVE YOUR "MIKE" TECHNIQUE

The best meeting, speech, or presentation can be ruined by a faulty microphone technique. Meeting planners today, surrounded by a plethora of meeting aids and audio-visual equipment, sometimes get so hung up learning to use the newest gadgets, they downgrade the most crucial aid of all—the microphone.

The following hints on "mike" techniques can help you achieve and maintain an effective audience rapport:

- Deliver your speech as you would a conversation. Nothing loses an audience faster than a rote delivery. Try using a tape recorder before the actual

speech. Keep practicing until your tone becomes "conversational."

- Don't forget you are using a microphone which magnifies changes in voice volume. Establish a voice volume *before* you go on.

- Don't test the "mike" by tapping or blowing. It is corny and will tab you as a real amateur. Try to test before the audience arrives. If you can't, and you are the first speaker, test by saying "hello" or by counting.

- Don't stand too close to the microphone or you will produce "booms," "pops" and hisses. Remain at least 12 inches from the "mike" and speak over or to one side, never directly into it.

- Don't create undue noise by touching the microphone or shuffling papers. These slight sounds are magnified and are distracting.

- Don't turn away from the "mike" while talking, as the audience will not catch all your words.

- If you raise your voice to make a point, step back, or you will blast the audience out of their seats.

- Be wary about any "uhs," "mmms," or repetitious words or phrases that may characterize your pauses. ■

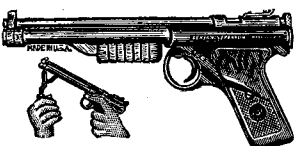
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Free Literature

A system for color coding locker doors is described and illustrated in a 16-page catalog which features a line of full-ventilated athletic and industrial recreation lockers. It explains how any of ten standard colors may be combined to form a number of color coding patterns. "Color Magic" simplifies locker room planning and offers an attractive, pleasing departure from locker room drabness. To obtain the catalog, without charge, write to: DeBourgh Mfg. Co., 9300 James Ave. So., Minneapolis, Minn. 55431.

The George Washington Trail, which marks the route of the first U.S. President through Low-Country South Carolina in 1791, was recently completed. A brochure describing Washington's journey and the many historic and modern-day points of interest along the trail is available from the South Carolina Travel Division, Dept. GW, P.O. Box 1358, Columbia, So. Car. 29202.

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS WANTED

Young executive seeking position in the field of industrial recreation or related field. B.S. degree William and Mary, Williamsburg, Va. Excellent sports background; direct experience as administrator of national association. \$10,000 min. acceptable salary. Box 182—RECREATION MANAGEMENT.

Marine officer, 41, retiring January 1970, desires challenging position in industrial recreation. 1-1/2 years immediate experience in recreation administration. Considerable experience in fiscal planning, broad spectrum facility planning, research, administration, programming and publicity. Comprehensive performance data and annual statements are available upon request. Salary secondary to degree of challenge. Preference for Pacific Northwest.

Box 203—RECREATION MANAGEMENT.

MISCELLANEOUS

GROUP-CHARTER FLIGHT HANDBOOK—New Guide details: Air fares; charter rates-regulations; Europe, Caribbean, World-wide; how organizers can earn free seats; airline classifications; inexpensive European charter tours. Names 1,100 typical organizations. Free details.

Travel Information Bureau, 16a Bristol, Kings Park, N.Y. 11754.

NEW, SOLID STATE GOLF BALLS—indestructible; N.G.A. approved: \$3.75 a doz. Rejects, excellent condition, \$2.25 per doz. Shag balls, \$1.45 per doz. Send for brochure. The American Co., Merrick, L.I. 4, New York 11566.

continued from preceding page

DRILL TEAMS

colors and makes.

A large team should be split up into small groups for individual drills, and at least one "crack squad" should be formed for your expert snowmobilers who can team-up for mastering speedier, more complex maneuvers. A "crack squad" (like the Navy's "Blue Angels") builds "esprit d'corps" for the entire drill team—and is a must for exhibitions and competition.

The popularity of snowmobile drill teams is sweeping like a blizzard across the snowbelt—and it looks like it's here to stay. So, now's the time to get organized and "join the parade" to the hottest new winter sport—a snowmobile drill team. ■

Ballooning goes Recreational

You would expect people who work in an aircraft plant to be air-minded. Many have obtained pilots or soaring licenses. One group of Lockheed employees in Burbank, Calif., however, was fascinated with the thought of floating through the air in the gondola of a colorful hot-air balloon.

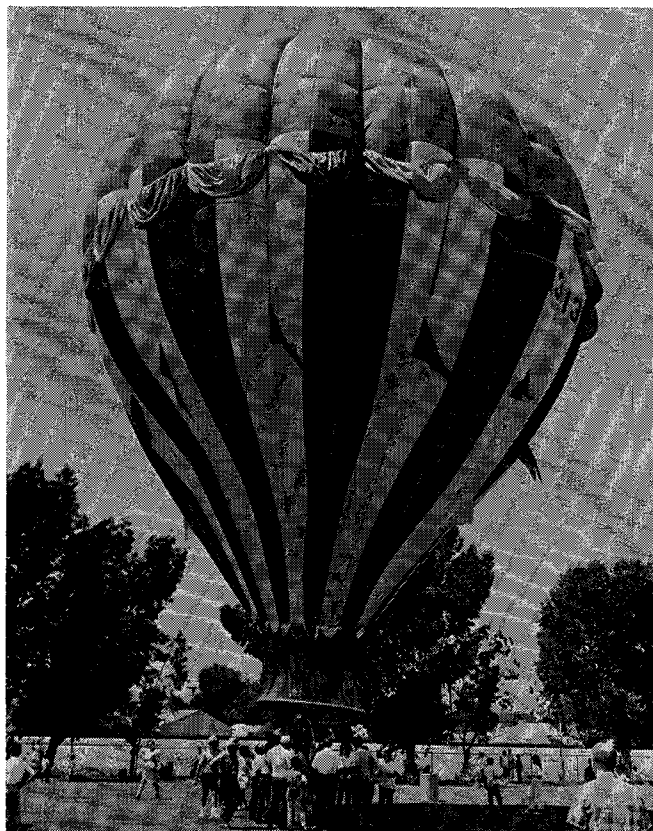
After negotiating with the Lockheed Employees Recreation Club's staff for time, space, budget and blessings, which they readily received, the next problem the group faced was obtaining a balloon. After many letters to balloon owners and manufacturers, trips to ballooning events, including the Indy 500 pre-race balloon activities, and discussions on ballooning with well-known balloonist Don Picard, an attractive, airworthy, second-hand balloon was located in Kansas. The balloon was purchased and delivered to Burbank in time to fly over the Lockheed Employees Picnic. It presented quite a spectacle. The following week-end, the club members were invited to fly at the Air National Guard Show in Van Nuys, Calif., where they were presented with a trophy.

The group is now settling down to the business of getting all the club members their licenses, which is being accomplished through the assistance of several members who have the proper credentials.

The group meets on week-ends in the Antelope Valley or in Perris, Calif. These areas are the most logical, if not most ideal, locations to fly in the Los Angeles area. The meetings are held at 6:00 a.m. to take advantage of the

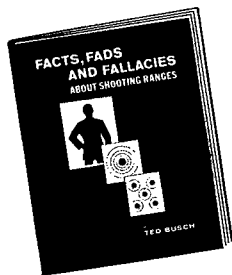
calmest part of the day; the winds that come up later in the day take away from the enchantment of the sport.

The LERC-Burbank staff is happy about the whole thing. They now have an entirely new and different activity to offer the Lockheed employee. ■



The Balloon Club of the LERC-Burbank may well be the nation's first.

FREE BOOK For Range Planners



**FACTS
FADS and
FALLACIES
about
Shooting Ranges**
by **TED BUSCH**

The first authoritative reference for range planners. Shows how easily and inexpensively safe ranges can be installed. Discusses size requirements, target systems, bullet traps, noise suppression, lighting, ventilation and many other subjects vital to modern ranges. Exposes the myths and gimmcrackery that cause costs and maintenance to soar. Extensively illustrated including range plans. Price \$2.00. Free to persons actively planning ranges.



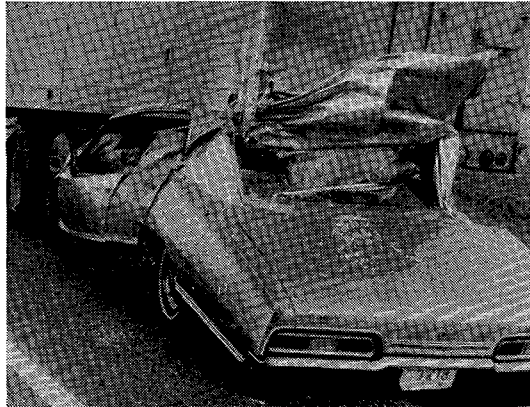
CASWELL
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EQUIPMENT COMPANY
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| Wilson Sporting Goods Co. | 4th cover |

Vindication for the sportsman concerning littering came recently from statistics gathered by Keep America Beautiful, Inc. Of all categories of people using the outdoors, sportsmen were the least offenders with litter. They were responsible for only 5% of the litter in rural areas investigated. Picnickers were responsible for 25% and passing motorists for 70%.

DEATH OF A SALESMAN



It happens a lot more often than you'd care to believe.

Last year, 28,000 employees lost their lives in auto accidents on and off the job.

Not to mention the many thousands more who disabled themselves, demolished company cars, missed critical meetings and delayed shipments.

It's simply no way to run a business.

Which is why you ought to make it your business to sponsor the National Safety Council Defensive Driving Course.

And why such companies as National Cash Register, Oklahoma Gas and Electric and the Hartford Insurance Group have made it their business to make sure their employees take the course.

Especially employees who drive company cars.

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Wilson offers equipment for golf, volleyball, baseball and football, too. All built to the same high standards of professional craftsmanship. Wilson is really on the ball in any sport you name.

**Wilson is
on the ball.**

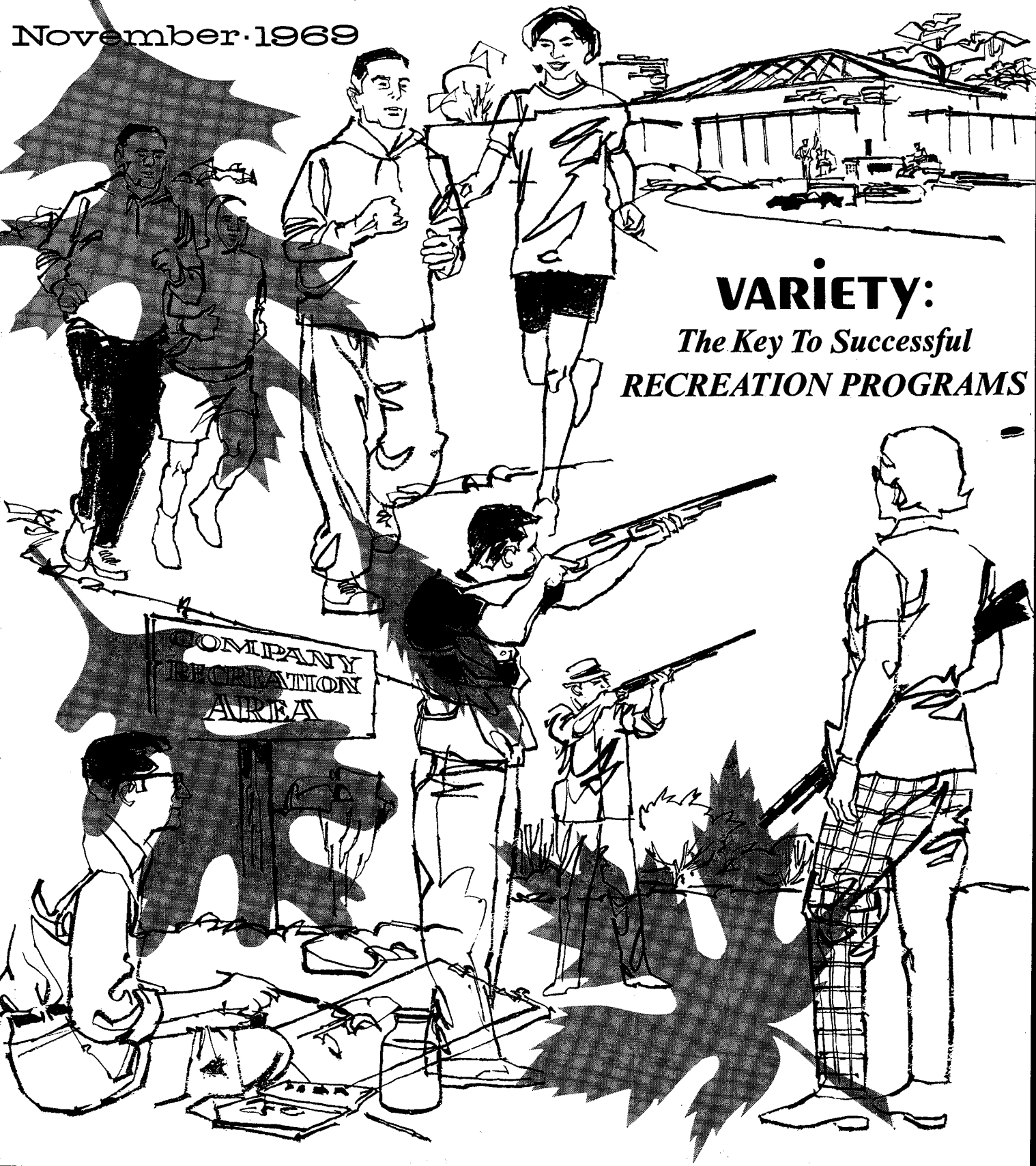
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Recreation Management

SERVING THE BILLION-DOLLAR MARKET OF EMPLOYEE RECREATION

November 1969



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Freeze Frames and Slow Motion sequences emphasize fundamentals of the

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National Compulsory Routines demonstrated at three skill levels

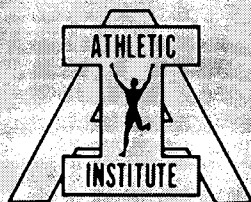
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LOW INTERMEDIATE
HIGH INTERMEDIATE.**

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EACH**

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NOVEMBER 1969
Volume 12, Number 9

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Recreation

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Management

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Kaiser Employees Form Oil Painting Club

by Noel J. Rentz
Supervisor Employee Activities

The Kaiser Steel Brush and Palette Art Club started because of the interest in art of a few people who wanted a place to come and paint together each week.

As soon as the word got around the plant, employees decided to start a club. Heavy advertising was initiated throughout the company and in the five surrounding towns where employees lived. Before long, over thirty people expressed an interest. (The Kaiser Recreation Club Constitution requires at least

ten employees to be interested before it will sponsor an activity.)

A general meeting was held for all interested and a steering committee was selected to form a constitution for the club. The constitution was submitted to the Kaiser Recreation Club for approval. This was followed by an election of officers and the selection of a name for the club. The name chosen was Kaiser Brush and Palette Art Club.

As pointed out in the constitution, the purpose of the club is not only to pro-

vide a place to meet and paint together, but also to encourage and promote the employees and their dependents becoming interested in oil painting activities. The club arranges professional instruction each week for its members. It



Winners of the Kaiser Steel company contest are shown with their paintings. "The Rose" placed first and "The Matador", second.

also holds critiques and art demonstrations by professionals and shows put on by club members. Contests are also sponsored. Once a contest was held in the plant cafeteria where the employees voted on the trophy winners. The art shows put on by the club used to take up only one section of the cafeteria, but due to increased interest they now need three times the original space.

The dues for the club are \$1.00. Since the club started in 1968, it has grown to over seventy five members and has stimulated over forty employees to learn how to oil paint.

Instructors for the class are usually obtained by contacting a school or art association. The club provides lessons not only for advanced students but also beginners. Periodically the club changes instructors so that the members can pick up different techniques, since each instructor has his own styles and techniques.

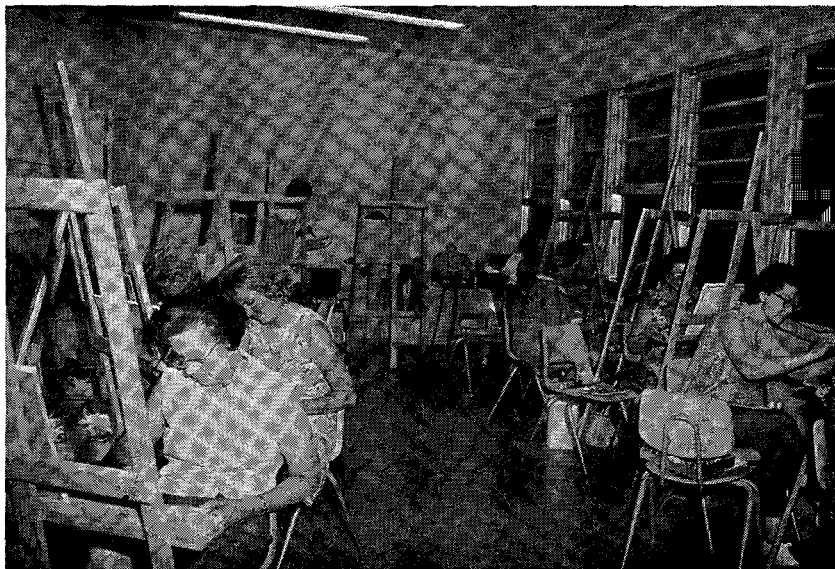
The painters meet every Monday night from 7:30 to 10:00 p.m. The instructors' fees are usually \$7.00 per hour. This money is paid by members coming to paint that evening. The fee is \$1.00 per lesson.

Members store their easels in the recreation center but take materials and paintings home and work on them during the week. Then they bring paintings back each week and review their progress with the instructor. If they wish to meet with a particular instructor more than once each week they can usually attend night classes provided by high schools or other such sponsors and find the desired instructor. Sometimes there are so many students in attendance that the instructor must float between two or three rooms.

The club also has a monthly social. The socials are usually family orientated and range in program from pot-lucks to attending cultural events. They hold about three art demonstrations per year as money making projects. They invite a professional to demonstrate and then have a drawing for his painting. Tickets usually sell for fifty cents. This past year the club raised over \$230.00. They used the money to rent a bus for a field trip.

The theme of their club is, *Art Is Fun*. This theme is illustrated by their many endeavors.

The club presently has a permanent display in the cafeteria which is a good place for members to sell their paintings. Many people purchase them for their homes and to use as gifts. Prices usually run from \$10.00 on up. ■



List of Materials & Equipment for Oil Painting

Colors:

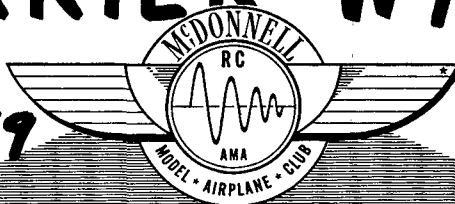
- 1 large tube of Titanium White
- Alizarin crimson
- Cadmium yellow light & deep
- " red light
- French ultramarine blue
- Cadmium orange
- Cerulean blue
- Burnt Sienna
- Burnt Umber
- Veridian Green
- Canvas and other painting surfaces —
- Stretched canvas
- Canvas board (panel)
- Masonite
- Size of canvas — stock size —

- 8 x 10, 9 x 12, 12 x 16, 16 x 20, 18 x 24
- Charcoal pencils
- Palette knife
- Medium linseed oil or copal painting medium
- 2 oil cups — one for medium and one for turpentine
- Paint rags
- Palette for painting (wooden or paper palette)
- Paint box
- Easel — table or stand up
- Brushes — #1 flat long haired bristle
- #2 flat short haired bristle
- #5 sable hair
- #6 sable hair



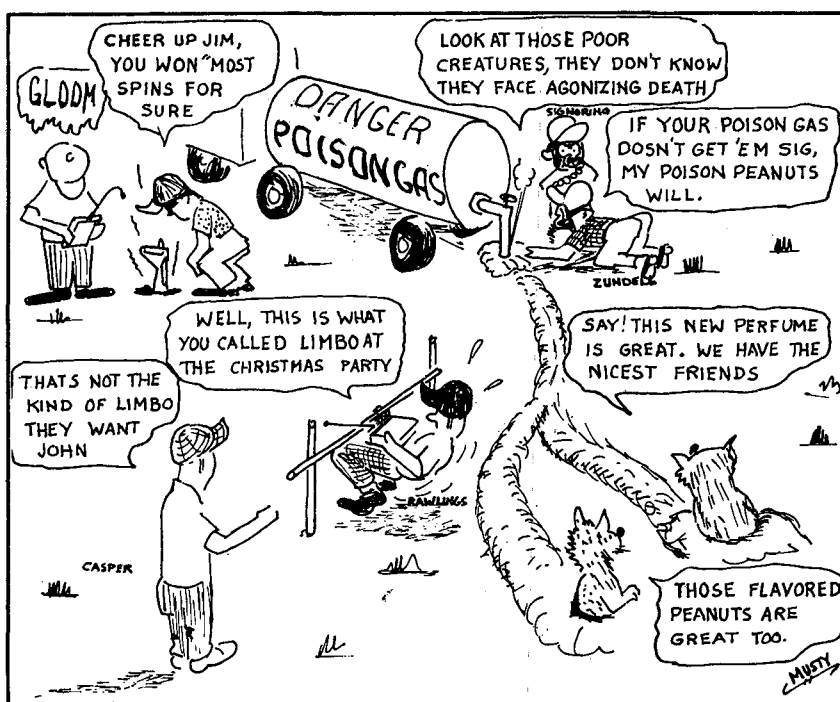
CARRIER WAVE

MAY '69



another
mactivity

PUBLISHED BY THE MCDONNELL RADIO CONTROL MODEL AIRPLANE CLUB
Editor: Al Signorino, 11959 Glenvalley Dr., Bridgeton, Missouri 63042



Here is a typical cover from the club's newsletter, Carrier Wave.

It's Almost Like Flying

After spending their time turning out jets, space ships and other aerial hardware, many of the McDonnell (Douglas) Aircraft Corporation employees turn to models of their life size planes for relaxation.

In 1956 some twenty men with an interest in flying model airplanes by remote control got together. The result was the McDonnell Radio Control Club. Membership and interest has grown to more than 56 persons including three "remote site" members. From 1958 to

1967 the club had the use of Kratz Field as a flying site. It was closed to full scale aircraft. After the field was sold in 1967, permission was given by McDonnell for use of a field it owned in St. Charles, Missouri.

When the club used Kratz Field, the McDonnell Recreation Department paid the rent. Now the Recreation Department provides the flying site grass mowing, the publication of the club newsletter "Carrier Wave" and trophies for three contests annually, one of which

is a contest for club members only.

The Annual Fall Contest has been held for twelve consecutive years. It is a two day meet sanctioned by the Academy of Model Aeronautics for aerobatics and scale model events. As many as 56 contestants from six states have attended this contest.

Except for December, the club has monthly meetings at member's homes. In December, a Christmas dinner party sponsored by the auxiliary, The Model Wives Club, is held in lieu of the regu-

lar meeting. Meetings usually consist of a business session followed by a technical presentation, movies or discussions.

The "Carrier Wave" is distributed to club members, prospective members, editors and national model magazines, editors of other radio controlled club newsletters and a few manufacturers.

It is often quoted and has received the 1968 RCM award for Best Technical Presentations.

Several McDonnell RC Club members have gained national recognition for themselves and the club through articles they have authored for national model publications.

Here are the criteria used by the club in one of its recent contests:

1.0 Appearance

- 1.1 Quality of finish (10 points maximum) _____
- 1.2 Color scheme (aesthetic appeal) (10 points maximum) _____
- 1.3 Basic Construction (10 points maximum) _____
- 1.4 Unconventional configuration—such things as canard, ducted fan, shrouded prop, channel wing, etc. (10 points maximum) _____
- 1.5 5 points for each engine up to four ... (20 points maximum) _____
- 1.6 Any unusual but desirable usage of old or new construction materials (10 points maximum) _____

SUB TOTAL _____

This sub total is to be multiplied by one if the model is built from a kit, no matter how extensively modified. It is to be multiplied by two if it is scratch built by you from plans or if it is an original design.

Grand Total _____

2.0 Flying

A safety check will be made prior to flight. The flight will be judged per the 1968 Official Model Aircraft Rules as published by the AMA for Class A Radio Control (80 points maximum).

A maximum of 10 points for each of the following:

- Unassisted ROG _____
- Straight flight out _____
- Procedure turn _____
- Straight flight back _____
- Figure eight _____
- Traffic pattern approach _____
- Landing perfection _____
- Spot landing _____

Grand Total _____

3.0 Equipment Installation—to be judged after part 2 above.

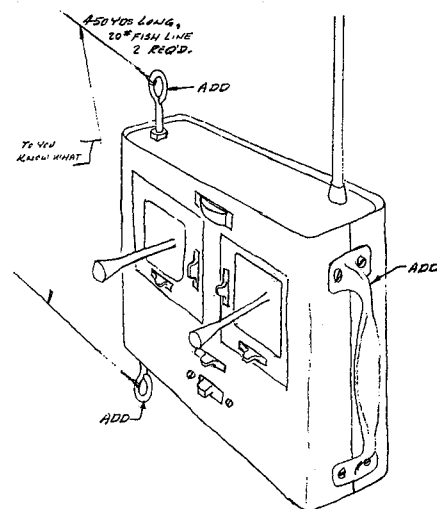
This will cover all hardware installation such as engine mounting, radio installation, fuel tank, retractable gear, etc.

- 3.1 Durability or structural integrity of installation (10 points maximum) _____
- 3.2 Accessibility—judged for ease of installation, removability, access to adjustments, ease of battery charging etc. In general bad features will tend to detract from the score. (10 points maximum) _____
- 3.3 Neatness—judged for such things as linkage slop, hinge installations, access doors or hatch attachments, wing hold downs etc. (10 points maximum) _____
- 3.4, 3.5, 3.6 Up to 10 points maximum for up to three special items such as working flaps, bomb drop, retractable gear, camera installation, sign towing etc.

SPECIAL ITEM DESCRIPTION

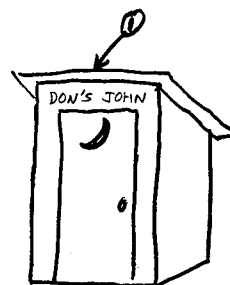
- (1) _____ points _____
- (2) _____
- (3) _____

Grand Total _____

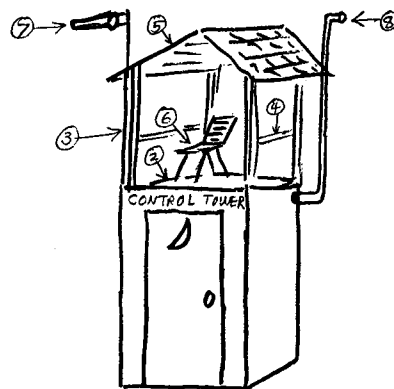


HOW TO DOUBLE THE RANGE OF YOUR TRANSMITTER - NO FCC APPROVAL REQ'D. May 199 Carrier Wave page 6. *Sp. Bawling's.*

Here is one of the diagrams used to illustrate Carrier Wave.

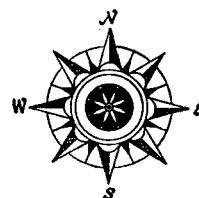
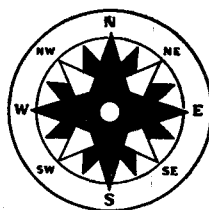
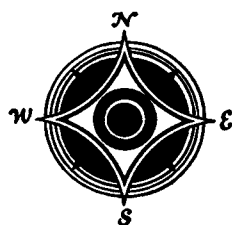


BEFORE



AFTER

The club newsletter is not without humor and this illustration shows how to convert an existing structure (?) to a radio controlled plane control tower.



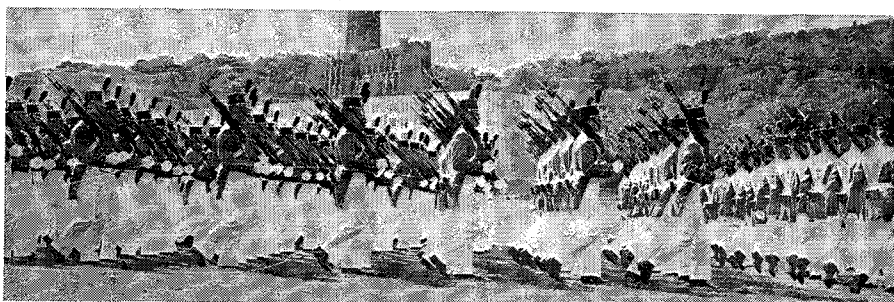
On a typical Saturday morning 125 employees of Foster Grant (Leominster, Mass.) boarded three buses — at 5:00 a.m. Only three bus drivers and the Recreation Director knew where they were going.

This cloak and dagger approach has turned out to be a very popular feature of the "Lost Saturday" or "Mystery Trip" which is part of the employee program at the plant. The buses eventually turned toward New York, stopping at 5:45 a.m. at Howard Johnsons for breakfast. Right on schedule, they turned in at the destination, West Point Academy at 10:10 a.m. The employees then learned their schedule for the "lost day".

They walked down to the parade ground, watched a regimental review by the 3,200 cadets, then back to the Thayer Hotel for a buffet lunch. A section of the grandstand had been reserved for the Army-Vanderbilt football game and this provided the action for the afternoon. Due to a tight schedule, the group left just before the game ended, had sandwiches and soda at the park along the way at 5:00 p.m. and then at 6:00 p.m. found itself in New York City traffic.

The buses pulled up to Radio City Music Hall where the group disappeared into a tunnel which brought them directly into the Hall for the movie and Rockettes, bypassing the long Saturday night line waiting for tickets. At 10:15 p.m. the group left for Yonkers where they dined at the Red Coach Grill with a choice of roast beef or turkey. The last stop was the Foster Grant parking lot at 4:45 a.m., just 24 hours

'Get Lost' — It's Fun



after the start. Another "Lost Saturday" was a success.

The trips are just one part of Zarmair "Sheppy" Shepherd's employee recreation program. As Recreation Director, he arranges these trips for as many as 200 persons at a time. The secret of where the trip is going is as well kept as any Pentagon Top Secret File and he has even offered two \$25.00 rewards for a correct guess on the destination.

Zarmair Shepherd is noted for his originality and boldness in approach to his job. He does capably handle the more usual projects — retirement dinners, supervising a bowling league, arranging a theater party, running a dance or teaching tennis. One gimmick connected with the projects which provide reduced price tickets is to ask at least a nickel contribution for each ticket sold. This goes into a charity fund. When those thousands of nickels are added up at the end of the year, a very considerable sum is split among a number of area charities. "Sheppy" says, "While we're enjoying recreation, we're

See that man out of step? Neither did the employees who visited West Point as part of a mystery trip as they watched 3,200 cadets in a regimental review.

accomplishing something at the same time."

Another popular employee feature is a reduced price movie ticket. Anywhere from 400 to 800 employees attend each month on a reduced rate ticket. The employee pays the reduced price and the company picks up the remainder of the tab.

Perhaps more credit is given the Recreation Director than is due because of an incident a few years ago. One of the mystery trips was scheduled. A very heavy snow started the day before and company executives suggested that the trip be called off. A decision to go ahead was made and sure enough, half an hour before starting time the snow stopped, the sun came out and roads were cleared in time for another successful excursion. Recreational weather control . . .

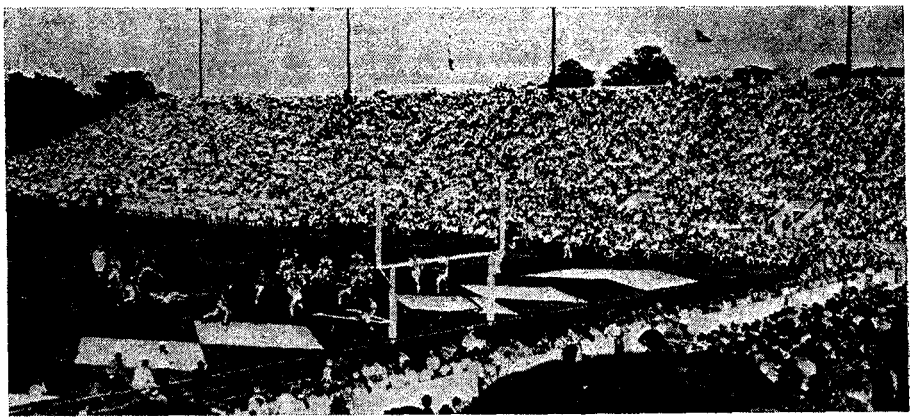
Taking just one phase of the Foster Grant program, Zarmair Shepherd provides some guidance for those thinking about the mystery trip possibilities:

Prepare months in advance. Give yourself plenty of time to get every little detail to perfection.

Do NOT call this event a "mystery trip." This is getting to be an old title. Change the name of this event every time. Give new names, such as "Destination Unknown", "Lost Saturday", "Follow me, but blame yourself", "Let's Get Lost for a day", etc.

Try to arouse excitement and new interest by taking many people into your "confidence", requesting them not to mention anything to anyone. Give incorrect information and make false statements, drop wrong "hints" to some. The "confidential news" unintentionally will travel all over the company. You already have assured yourself a successful mystery trip. To make this even more interesting, offer several awards to the first three who write down the correct "Guess" in a sealed envelope, not to be opened until the completion of the event.

NEVER repeat the same event, and do NOT fail your followers or people who blindly trust your judgement by having a wonderful time.



ONLY one price for the entire event. NO LIQUOR of any kind should ever be allowed during such trips on the buses. People will have plenty to drink during their meals. Provide all the meals, however, do NOT pay for the liquor. People will know when to stop, as some people will abuse the privilege of free drinks.

Our neighboring city's newspaper, the Fitchburg Sentinel, after following our Company's mystery trips and the interest, decided to have a reporter go with our group during our last trip, September 30, 1968. This was a 24 hour event with no time for sleep. It lasted exactly 24 hours. This definitely should be considered the biggest of them all. It took eight months to prepare. Every-

Somewhere there are 125 Foster Grant employees watching Vanderbilt beat Army, 17-13.

one came home tired, but upon arrival at our company parking lot they all yelled "let's start all over again". It was the happiest group we have ever seen. This was one trip absolutely no one will ever forget.

Mystery trips could be started with any type of a budget. Do not start with anything expensive. Try out your ideas and find out about your own people. Assure the success of such an event BEFORE you start your trip by working hard on every little detail. Consider all ages and both sexes. Make it a grand family affair, and you will have a glorious, wonderful time. ■

Free Ticket
to learn how
NRA can-



RM-11-9

NATIONAL RIFLE ASSOCIATION

1600 Rhode Island Avenue, N.W.
Washington, D.C. 20036

Please send me your free packet of information.

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ADDRESS _____

CITY _____ STATE _____ ZIP _____

RM-11-9

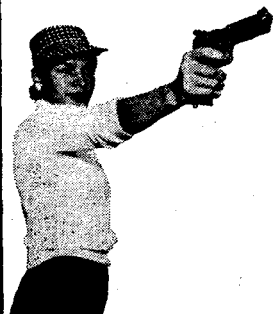
Add Shooting Fun To Your Recreation Program

Share the good fellowship that goes with guns and shooting! A shooting club can provide your employees with many hours of enjoyable recreation. You will have a safe, pleasant place to shoot—add to your knowledge of firearms—improve your marksmanship.

To start a rifle and pistol club in your recreation program send the coupon for step-by-step instructions, suggested programs and other valuable organization material.

You'll learn what NRA affiliation will provide, such as:

- Club Copy of The AMERICAN RIFLEMAN, TOURNAMENT NEWS, and CLUB NEWSLETTER
- Copy of "The Club Officer's Guide", describing year-round club activities
- Annual Club championship medals
- Range Construction Plans
- Low Cost club operational material



Leisure-time Activities Blossom On Company Bulletin Boards

By Diane Lansing
Business and financial writer of
The Christian Science Monitor

Ski buffs at Minnesota Mining & Manufacturing Company in St. Paul don't have to fight the crowds at commercial ski resorts. They use the employee's club lodge and slopes just a half hour's drive from work (where they may also go skating, sledding, and snowmobiling.)

Joggers at the Raytheon Company in Andover, Mass., can use a nearby track field or the adjacent gym renovated by the company. The gym is also equipped for volleyball, weightlifting, and table tennis. For the women, Raytheon provides yoga instruction and a 10-20 week "slimnastics" course every winter.

Each year 750-1,000 workers and retirees from Eastman Kodak Company go on company-organized charter flights and vacation tours. The 1970 schedule already lists a South Pacific tour, a trip to Expo '70 in Japan, two Hawaiian excursions, and several European charters.

The extensive recreation programs at 3M, Raytheon, and Kodak are still the exceptions — few companies provide facilities or activities this lavishly.

But an estimated 10,000 firms have an active, organized program of some kind according to the National Industrial Recreation Association (NIRA).

Recruiting aids

Last year these firms spent an average of \$10 per employee on facilities and organizational know-how for everything from fencing leagues and jazz combos to karate clubs and cake-decorating classes.

"It would be a rare company of over 1,000 employees that doesn't have at least baseball, bowling, and a company picnic," says Don L. Neer, executive director of the NIRA.

Since there aren't enough public-recreation facilities, management and

workers have moved in to fill the gap. It's good for morale. Workers have more leisure time. And golf courses, swimming pools, and travel clubs are good recruiting aids in the battle for top talent.

Another factor in the recreation boom has been industry's move to the suburbs. Small towns offer nice tax advantages as well as lower real-estate prices. But they don't have enough parks and bowling alleys to serve the influx of workers.

Lower land prices make it easier for firms to buy up the property around the plant for recreation development. And good company facilities help attract employees.

The programs themselves are growing not only in number but in variety as well.

Those occasional volleyball matches between the accounting department and the sales staff have burgeoned into full-blown, professionally run, year-round programs that include the employee, his entire family, and, often, company retirees.

Bowling tops list

Bowling still claims the popularity lead. Golf is No. 2 with 150 companies providing their own courses.

But a whole host of new activities are springing up on the company calendars: ballet classes, orchestras, camera clubs, craft sessions, bridge tournaments, hula lesson, skeet-shooting clubs.

Employees at Kaiser Industries Corporation can take courses in everything from portrait painting and interior decorating to real estate and stock investment.

Ford Motor Company workers in Detroit can relax at the yacht club which they built and maintain on nearby Grosse Isle.

Some of the projects are simply services that the employees have organized — for instance, theater clubs to take advantage of group rates.

The Jet Propulsion Laboratory in Pasadena, Calif., even has a buyer's guide including a collection of consumer magazines and a recommendation list of local establishments.

But the newest trend is to "slimnastics" and bodybuilding classes.

"Fitness is the hottest and most prominent thing," says Mr. Neer.

Secretaries slimming down and men building up are leading to a proliferation of gyms, sauna baths, and exercise rooms—often right on the premises.

In a study to be published next month for the NIRA, Dr. William Haskell of the President's Council on Physical Fitness and Sports strongly urges companies to offer on-the-job fitness programs. People just won't work out on their own, the study shows.

Combined facilities

As the recreation programs have expanded, many have become too complicated for volunteer "lunch hour" management.

The result has been the rise of professional recreation—the college graduate with a degree in recreation management.

The NIRA has even set up a certification program for these people and currently has 161 members in the association who have met the experience and quality standards.

Financial support for these programs varies. Some companies pay for the big items—the golf courses and swimming pools—with operating costs covered by employee dues. At other firms both facilities and expenses are paid for by income from vending machines, employee dues or fees, and some help from the company.

High cost of the more elaborate programs plus the need for smaller companies to remain competitive is leading to a new development—the cooperative sports complex. Here two or more firms pool their resources to set up joint facilities.

One example is Killbuck Park, a 212-acre park-playground with a 158-acre golf course built jointly by Delco-Remy and Guide Lamp, Inc., two subsidiaries of General Motors Corporation. The park, just outside Anderson, Ind., is open to all 24,000 employees of the two firms and their families as well as all company retirees.

Development of the area has been continuous since its opening in 1956. The park now includes a lodge for parties and dances as well as such things

If it happened in basketball, the Converse Yearbook covers it. It's been carrying the facts on the basketball scene since 1922. You see stories here that no other magazines carry. It's an authoritative book, just what you'd expect from Converse. After all, there's a Converse Room at the Basketball Hall of Fame. Converse has been totally involved with basketball ever since it was invented. Today, over 90% of all players wear Converse basketball shoes. It's only natural that the people who know basketball so well would print the most respected yearbook on the subject. The best basketball shoes, the best basketball yearbook. A natural pair. Converse Yearbook available at newsstands \$1.00 per copy. Malden, Mass. 02148



When you're out to beat the world

The record book

Converse 1969 basketball yearbook

A complete compilation of the 1968-69 basketball season, including... Dramatic highlights of professional, collegiate and school play plus Olympic Game coverage • Top scorers nationwide • Conference standings • Sectional roundups • Photos of star players and winning teams • Annual "Chuck" Taylor All-America team • Annual winning coaches • Complete pro playoff results • Inside tips on how to win!

ONE DOLLAR

48th Edition

as shuffleboard courts and pool tables. The golf course was added two years ago.

"We try to feel the pulse of our employees, to see what they want," says Dale Shaffer, employee relations director at Delco-Remy. "If there's enough response, we try to get it for them."

Joint operations like this are still the exception, however.

"I think it's a good idea and I think you'll see more of it," says Mr. Neer, "but it hasn't caught on yet."

Sports complex emerges

While more companies are providing their own sports facilities, most teams and leagues still depend on commercial bowling alleys, city baseball lots, and the like. This presents special problems for the "megacompanies" with several thousand bowlers, for example.

This kind of situation has led to one new development — still in the planning stage — which could be a key for the future.

Raymond E. Danto Associates, Inc., a Detroit-based consultant firm, is arranging for the development of a commercial sports complex.

The center as planned would have 10 acres of buildings all under one roof.

The activities will "literally range from A to Z — from archery to a children's zoo," says Gordon Kane, a con-

sultant with Danto.

Shops, a movie theater, eating accommodations for 1,000 people (ranging from hot dog stands to elegant restaurants), a 1,000-seat auditorium, and facilities for 50 different sports will all be included in a high-security, parklike setting.

Open to public

"All recognized groups, teams, and leagues would be welcome to schedule themselves into the center's facilities," Mr. Kane explains. Sixty percent of the total participation in the center is expected to come from teams and groups from industry in southeast Michigan.

While preference will be given to group activity, the facilities will be open to the general public any time they aren't being used by some team.

The emphasis here, as with most company programs, will be on, family participation. As Mr. Kane envisions it, Dad can go bowling with his company league, Mom can go to a "slimnastics" class, and the children can enjoy the child-care center.

Afterward, the family can all meet for dinner and then go to a movie, or maybe to a company play in the auditorium. *Reprinted by permission from the Christian Science Monitor*

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company efforts to clean and re-equip it and presto — Acushnet employees now have a gym ready to be used!

Credit for getting the gym into condition goes to a fairly small group of employees who spent many nights sweeping, scrubbing and making minor repairs. The Acushnet Company also did

a big share of the work. Toilet facilities were reconditioned, gym lights repaired, a new water heater for the showers and drinking fountain for the gym were installed.

Next came the equipment. Basketball goals went up, a new tennis net and new volleyball net were purchased, and there are new basketballs and volleyballs too. Even whistles with lanyards for the referees and a timer for the scorer's table were provided.

Yes, it's all ready to go, but only for employees. The gym is not insured for use by the public or for anyone who is not an Acushnet employee.

The new gym, under the control of the Corporate Industrial Relations Department is available for use by any employee or group of employees for athletic type activities only. As interest in the various activities develops, leagues will be organized.

At present, the employee gym is well equipped for basketball, volleyball, tennis or badminton. Of course, if none of these sports sound appealing, it can even be used just to run off a few pounds! At any rate, it's a welcome addition to Acushnet's employee recreation program. ■

1970 Industrial Golf Tournament Set for Uniontown, Ohio Club

Dick Wilsman, S. C. Johnson & Son, Inc., National Tournament Chairman, announced that the 25th National Industrial Golf Championships will be held the weekend of August 22 and 23 at the Mayfair Country Club near Uniontown, Ohio.

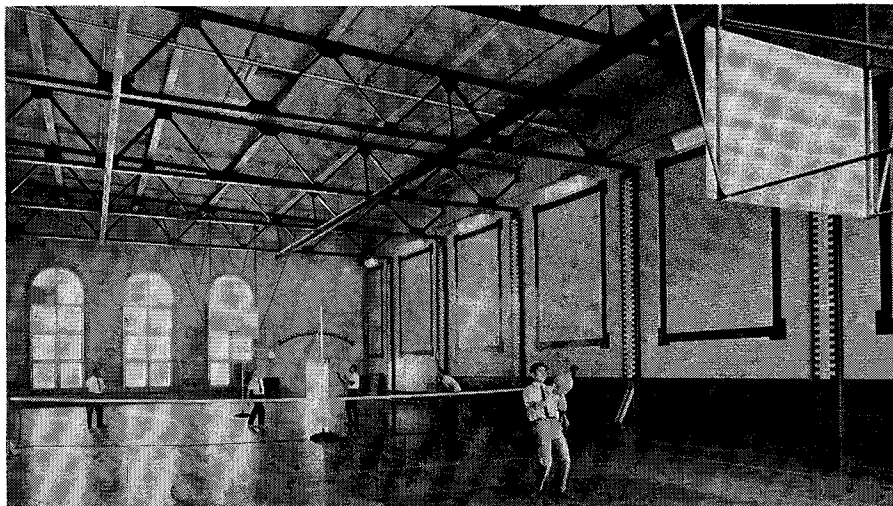
The entry fee for NIRA member teams was set at \$65.00 and \$100 for non-members. Included in the entrance fee would be green fees and a special Saturday beer-buffet and trip through the Pro Football Hall of Fame in Canton, Ohio. The non-member fee would include a six months membership in NIRA. A limit of two teams per company was set.

Bill Bebout, veteran Goodyear Golf Chairman, will be General Arrangements Chairman, with the support of the golf teams from the following seven co-sponsors: Goodyear Tire and Rubber Co., B. F. Goodrich Co., TRW, Faultless Rubber, Babcock and Wilcox, Timken and General Tire.

Headquarter hotels will be the Imperial House in Canton and the Holiday Inn in downtown Akron. ■

by Joseph Wright
Corporate Industrial Relations
Acushnet Company
New Bedford, Mass.

Take one gym that's been idle for many years — add combined employee-



More high school, prep school, college, university, Olympic and professional basketball players wear Converse All Stars than any other basketball shoe. That's a record. And it's a fact that Converse All Stars® are constructed for records... designed to be the best basketball shoes in the world. If you're thinking about basketball shoes, look at the record. Available only where sporting goods are sold. Malden, Mass. 02148



When you're out to beat the world

The record makers

Converse 1969 basketball yearbook

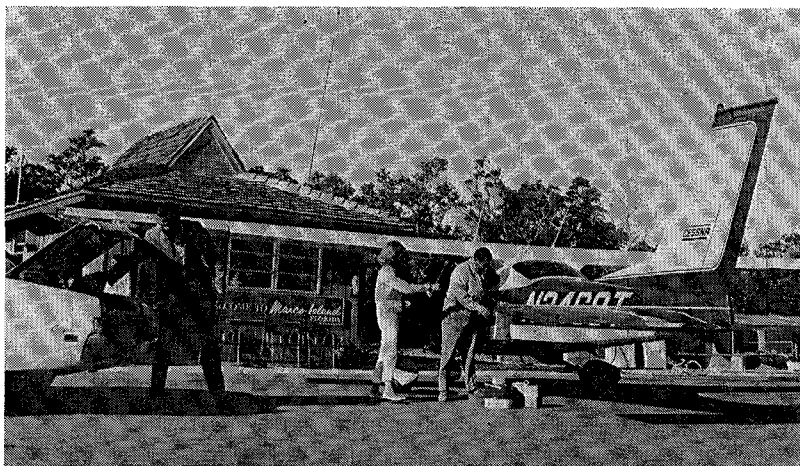
A complete compilation of the 1968-69 basketball season, including... Dramatic highlights of protest, school, collegiate and school play plus Olympic game coverage... Top scorers nationwide... Conference standings... Sectional roundups... Photos of star players and winning teams... Annual "Chuck" Taylor All-America team... Winning plays of winning teams... Complete pro playoff results to win!

48th edition



COME FLY WITH US!

by Kris Thorsteinson
Transportation Analysis Div.
Cessna Aircraft Company



This family group ducked cold weather by a flying trip to Florida.



Nothing like an early morning flight to start the day with a smile.



Now, for those who enjoy golf, skiing or boating as a form of recreation there comes a new and exciting challenge of the "space age" — the ability to fly an airplane. In the field of employee recreational programming, there has appeared a new performer that has come to be known as the "Employees' Flying Club". Through the organization of flying clubs, or aero clubs, employees of many of America's corporations have discovered to their pleasant surprise that learning and continuing to fly as private pilots, with their families and friends sharing in the joys of travel by air, can be realized at a cost even less than that of learning and continuing to play golf or to ski.

Organized and well-managed industrial recreational activity is designed to provide healthy, desirable ways to accommodate the increasing number of leisure hours resulting from our advancing technology. More and more recreational directors are discovering that employees' flying clubs are an additional aid to popular recreational programming and at a cost to the participants that causes no unwelcome strain on the family budget.

The club is a method whereby those who have discovered the unique joys and benefits of flying can — through the pooling of their organizational and managerial skills in the formation of their flying club — establish a program providing the utmost in safety and comfort, through the use of high-quality, well-equipped new aircraft, and at a surprisingly low cost.

There are additional dividends realized from the existence of employees'

New York Telephone Employee's Flying Club members take delivery of new four place Cessna Skyhawk at the factory in Wichita, Kansas.



flying clubs which apply to the employer. Consider the matter of the university graduates who have earned their private pilots' licenses during their college years and, in many cases, are attracted to those corporations whose employee recreational programs include aero clubs. Graduates who desire to obtain pilots' licenses after graduation are apt to prefer an employer where flying club provides flight training over one who does not. One company, a large manufacturer, in its advertisements to lure graduates in specialized fields of engineering and electronics displays their employees' club as an added employee fringe benefit.

In addition, the very nature of flight training makes the pilot-trainee "safety-conscious" to a very high degree — a quality highly desirable in any employee and a most admirable asset in an individual. Flight training helps to sharpen judgment; teaches the necessity of being able to make quick, yet wise, decisions; and stimulates the desire in an individual, through applied study, to gain new knowledge and new skills.

It has been found that employees' flying clubs are readily adaptable to and completely compatible with already existing employee recreational programs. The Cessna Aircraft Company, the world's largest manufacturer of general aviation aircraft, has in its Marketing Division in Wichita a depart-

This club Cessna 150 with child seat carries a family of four who joined friends at the beach.

ment whose responsibility is to assist in the development, organization and encouragement of employees' flying clubs. Employees and their families, through flying clubs organized with such assistance, experience the joys of flying in their own club-owned aircraft. Among many of these clubs are employees of corporations listed in "Fortune's Five Hundred," a compilation of the leading industrial and corporate enterprises of America.

Established employees' flying clubs vary from fifteen member groups with a two-passenger trainer-type airplane to large business-like organizations employing a full-time manager who supervises operations of a membership totaling almost four hundred with perhaps twenty aircraft, including high-performance, six-passenger aircraft for cross-country vacation travel. In many instances, the flying club is by far the most popular of all the employee recreational facilities within the company.

For the employee who has discovered flying, the well-earned pilot's license makes weekends "come alive" for himself and his family. Flying Clubs point to active members among the stenographers, secretaries, file clerks and women factory employees as the ability to fly is not limited to the male of the species. Trips to vacation spots 300 miles from home and return are but a comfortable

jaunt in an airplane. Costly? Not at all!

In a typical new, well-equipped, four-passenger, 130 mile an hour aircraft, the cost per person for such a trip could be as much as ONE THIRD LESS than the cost per person traveling the same route by bus. These costs are based on the estimated national average of club rates in effect across the land.

Members of employees' flying clubs range from 17 year-old youngsters (the youngest age that one can obtain a pilot's license) to long-term employees in their sixties. Medical requirements for a private pilot's license are not stringent; generally speaking, just normal good health is all that is required. Of course, it also helps to have some enthusiasm for the "wild blue yonder."

Flight instruction is not only enlightening and entertaining, but stimulating and challenging. Skitch Henderson, television star, composer, conductor, musician and highly skilled pilot says, "Flying is a blend of the sublime and the practical. It broadens your personal horizons. It gives you new things to do — new places to go — new people to meet. The sky is my greatest inspiration, my escape and my way of life. I only hope that others may share it."

And "share it," they do. In ever increasing numbers the employees of America's vast industrial and corporate complex are doing just that. From the halls of Congress (the Congressional

Flying Club of Washington, D.C. boasts senator and congressmen pilots) to the plants of the industrial giants, people are taking to the air. Government Employees' Flying Clubs include the U.S. Post Office Department and the Federal Aviation Administration in Washington, just to name two of the federal agencies. In teeming New York City, employees of New York Telephones (subsidiary of AT&T) find escape from the hustle and bustle of the city by taking to the skies in their club-

owned four-passenger new Cessna Skyhawk with places like Martha's Vineyard, complete with its own airport right on the beach, a little more than an hour away.

With these and many more benefits of private flying at their disposal, many employees are utilizing their added leisure time in a way that, in addition to being most rewarding, has the happy faculty of providing at the same time extra benefits to the employer — all through employees' flying clubs. ■

Women's Service Club, who visit the Veterans Hospitals and the recently organized Coast Guard Auxiliary, whose whole purpose is to help boat owners be aware of boat safety via classes and courtesy checks.

Many people enjoy helping others — but don't know how to get started. Club activities, even though they are not formed as a service group, often give people the opportunity to actively participate in service type activities. Many of the LERC Clubs in Burbank either set up committees or plan service programs along with their other outings. ■

Employee Clubs Have Fun, Do Good for Others

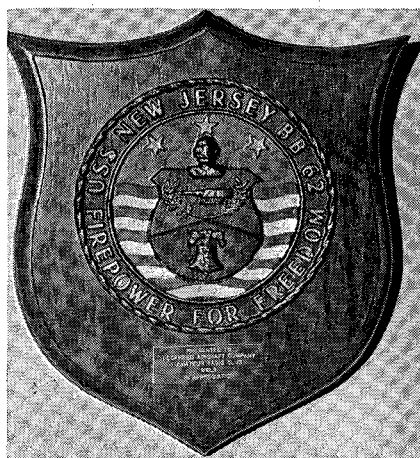
by Ken Prince, C. I. R. A.
Clubs Director, Lockheed Employees Recreation Club, Burbank, Calif.

Much more satisfaction can be gained from belonging to a club that is aware of problems and situations around them and what they can do to help solve them. A little effort on the part of a group is often much more beneficial than a lot of effort from an individual.

The LERC Dune Buggy explorer post and Maverick 4-Wheel Drive Club will plan trips for the dual purpose of enjoying their sport and cleaning up an area that is hard to reach with conventional vehicles. The LERC Taggin' Wagons Trailer Club and Scamper Campers, when parked for an Outing, will put their mottoes, "Leave it cleaner than you found it" into practice.

The LERC Radio Club's program includes many services, such as conducting classes for beginners in the hobby, providing tapes for the handicapped so they can learn at home, participating in civic defense programs, offering help to TV owners who may be getting interference on their sets, and handling traffic for military personnel who wish to speak to their homes — one of their most recent endeavors was to assist a group of hams on the battleship New Jersey. Many morale messages were handled by off-duty sailors, who had their ham licenses, with equipment that the LERC Radio Club and another group helped install in a room provided by the Morale Officer aboard ship. A Citation (see photo) and plaque in recognition was given to the Club for this spirited cooperation.

Many of the boys overseas are enjoy-



ing music from Rock to the Classics that the LERC Audio-Recording Club provides them. The tape is furnished by the Club and the members spend several hours each month recording the music. Readings and recordings for the blind is an added diversion provided by this group.

The LERC Sportsmans Club has an annual Father and Son Deep Sea Fishing Trip. A father and son team assume the responsibility of taking a boy from the McKinley Home For Boys on a fishing trip, where they compete for trophies for the first fish, biggest fish, etc. This is a big day in the boys' lives each year and they are chosen for the trip by their teachers according to their grades and behavior.

Christmas always brings out the desire to be of service or to give in every club — the Stamp Club makes up packages of stamps for shut-ins; the Pipe Club furnishes tobacco to the Veterans Hospital. This Christmas spirit started an interesting service project for the Railroad Club — they made a layout for the children's hospital to put under their Christmas tree, and as a follow-up, a committee goes to the hospital and does any necessary repairs.

There are, of course, many groups who feel that service in itself is sufficient reason to form a club, such as the

Neer Re-elected Head Of Federation of Nat. Organizations for Rec.

Don Neer, Executive Director of NI-RA since 1955, was re-elected President of the Federation of National Organizations for Recreation, in Chicago, during the recent National Parks and Recreation Congress. Named Vice President was Dr. Frank Jones, President of the Athletic Institute and Jackson Anderson, Head of the Recreation Department, University of Minnesota, was named Secretary.

During the meeting the following representatives of member organizations reported on the progress of their respective organizations during the past year.

Athletic Institute — Dr. Frank Jones
American Association for Health, Physical Education and Recreation — Don Hawkins

Association of College Unions — Loren Kottner

NIRA — Martha Daniell

National Rifle Association — Dale Gaskill

Society of State Directors of Health, Physical Education and Recreation — Tom Janeway

President's Council on Fitness and Sports — Si A. McNeely

Other members are:

American Camping Association
National Association of Social Workers

National Recreation and Park Association

NSGA Sports Foundation

Dr. Edith Ball reported on the Federations Accreditation Committee and their progress in getting recreation accredited in our National Colleges and Universities. Robert Stewart reported on the work of Comprehensive Sports Planning. ■

NIRA NEWSLETTER

AROUND THE CIRCUIT

Local 60, RWDSU, AFL-CIO has purchased 16.5 acres on Spectacle Pond in Leominster, Mass. which will be developed into a recreation area for union members and their families. Foster Grant Co., Inc., Leominster, contributed the cost of the FG Annual Outing which has been eliminated and this will be applied towards the project.

The acreage includes 600 ft. of lake frontage. A large picnic area, bath houses, baseball diamond, playground, tennis court, horseshoe pit, basketball court and adequate parking space for the large number of families expected to enjoy the area, are planned.

With the ingenious use of rubber bands cut from old innertubes, coffee cans filled with concrete, wood blocks and good optics, 17 fine astronomical telescopes were built by Astronomy Club members at the Hughes Aircraft Co., Culver City, Calif.

The only pre-fabricated parts contained in these telescopes are the optics and the tube. Wood is used exclusively in the base, which results in a high vibration damping capacity. Rubber bands cut from innertubes hold the tube to the base, thus permitting the tube to be rotated in the felt-lined saddle, a feature usually found only on expensive telescopes. The counterweight is a concrete-filled coffee can. The telescopes weigh 26 pounds each and are easily transportable.

Future club projects include setting circles, finder scopes, and eventually a clock drive for the telescope.

The Astronomy Club meets twice a month for discussions of astronomical phenomena and to view films. In addition, club star parties are held regularly and many members attend monthly star parties sponsored by the Los Angeles Astronomical Society.

NIRA NOTES

Rochester, New York, withdrew its bid for NIRA's 1971 National Confer-

ence and Exhibit at the recent Board of Directors meeting held in that city . . .

..... *President A. M. Dick, Dominion Foundries and Steel Co., Named the Executive Committee to Select 1971 and 1972 Sites in a December Meeting to be Held in Chicago* . . .

Howard Bunch, First National Bank of Denver, reported that Denver had named its committees and is dusting off their best western carpets for NIRA's 29th National Conference and Exhibit scheduled for May 23-26 at the Denver Hilton . . . *George Schmiedel, General Dynamics Convair, San Diego, Predicts a Record Registration for This Year's Western Conference and Exhibit Set For March 6, 7, 8 at The Hotel Del Coronado in San Diego* . . .

Region Three (Illinois, Indiana, and Michigan) met November 7th at the Flick-Reedy Corporation in Bensenville, Illinois. Bob Eppley, Cummings Engines, Columbus, Indiana, was Chairman.

NIRA to sponsor Basketball Tourney

The National Industrial Recreation Association will sponsor an industrial basketball tournament December 6 and 7. The tournament will be hosted by the Goodyear Tire and Rubber Co. at Goodyear Gymnasium, Akron, Ohio, and will be an invitational tournament. Don Neer, NIRA Executive Director termed the tournament, "the beginning of a renaissance of basketball as an inter-company employee activity."

Entries will include teams from the National Cash Register Co. in Dayton, T-R-W in Cleveland and the Gary, (Indiana) works of the U.S. Steel Corp. and Goodyear.

National Cash Register and Goodyear will enter company teams, while T-R-W and U.S. Steel will field all-star teams composed of players from employee intramural leagues, said C. E. Bloedorn, Goodyear recreation director in making the announcement.

"The high caliber of play achieved by the old National Industrial Basketball League in the 1950s made it impossible for many companies to compete.

But now that professional teams are getting many of the top college stars, the way has been cleared for industrial teams to resume competition on an equal talent basis," Neer said.

The NIRA program will not compete with the national AAU league that is made up of both all-employee and sponsored amateur teams backed by business industry and athletic clubs. Good-year is the only one of the four teams in the AAU league.

The tire company has had a company team since 1914, winning two national AAU championships and contributing seven players and a coach to the U.S. Olympic team.

Delaware Industrial Section Meets

Walter Kelk, E. I. duPont de Nemours & Co., headed a lively industrial recreation session during the Delaware Parks and Recreation Conference in Wilmington, October 23 . . . *President-Elect, Martha Daniell, Nationwide Insurance, Columbus, Ohio, Attended The National Parks And Recreation Congress in Chicago. Bob Turner, West Point Mfg., West Point, Georgia and Von Conterno, Aero-Jet General, Sacramento, California, Also Made The Scene* . . . National Rifle and Pistol, Chairman, Ed Bruno, 3M Company, St. Paul, Minnesota, announces the addition of the "333" Air Rifle Program to this years NIRA-NRA Rifle and Pistol contests . . . *Dick Larson, Kohler Co., Kohler, Wisconsin, Pinch Hit For "Ed" At The National Safety Congress in Chicago. Speaking on The Topic — "Building Safety Into an Industrial Rifle Range."*

VAN TO THE RESCUE



The headquarters (background) of the Rod & Gun Club of Texas Instruments employee's association was completely destroyed by fire last month, right at the height of the hunting and shooting season. The Texins Association has pressed its mobile headquarters and picnic wagon into service as a temporary clubhouse until it can be reconstructed at the Allen site.

NEWS ROUNDUP

FROM THE WORLD OF RECREATION

... Places & Events

TEN OF THE NATION'S top bowling champions — five men and five women — are touring the country this fall to promote the nation's most popular participant sport. Each of the ten stars is explaining how proper techniques and properly fitted equipment can increase a bowler's average.

The ambitious program "Cavalcade of Stars" features in-person appearances and demonstrations by the champions at stores, pro shops and bowling centers from one end of the United States to the other. Male bowling stars participating in the Cavalcade are: Dave Davis, Buzz Fazio, Joe Joseph, Jim St. John and Jim Stefanich. The women champions on the tour are: Gloria Bouvia, Judy Cook, Shirley Garms, Flo Krumske and Marion Ladewig.

The Cavalcade of Stars runs from September 8 through December 13 and is sponsored by the Brunswick Corporation Bowling Division.



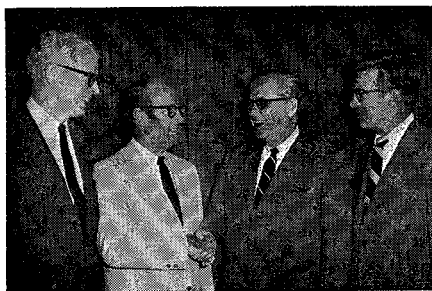
Pictured l. to r. are Cavalcade of Stars champions Dave Davis, Marion Ladewig and Joe Joseph with Don Neer, NIRA Executive Director and Warren Kelley, Brunswick Bowling Division National Promotion Manager.

... Personalities

VICE PRESIDENT AGNEW has named Howard Phillips as Acting Executive Director of the President's Council on Youth Opportunity. He succeeds Gerald W. Christenson who has resigned as PCYO Executive Director to accept a research fellowship at the University of Minnesota where he will continue work on his PhD.

PHILLIP C. F. MORGAN, formerly director of Australasian Operations based in Sydney, Australia for World Airways, Inc., has been named vice president Sales Administration, it was announced recently by Edward J. Daly, president. In his new duties Mr. Morgan will be headquartered in Oakland, California.

SAM N. MERCER, vice president-traffic, American President Lines, second from left, has been elected president in charge of headquarters opera-



tions for DATO (Discover America Travel Organizations). He is shown accepting congratulations from DATO national chairman William D. Toohey, executive vice president of the Tourism Council of Greater Chicago. Flanking them to the left is DATO international programs committee chairman James Montgomery, vice president-sales for Pan American World Airways and to the right Bill T. Hardman, DATO national programs committee chairman and state travel directory for Georgia. Mercer was elected at a recent board of directors meeting in Scottsdale, Arizona.

... Trends

EXTRA CONVENIENCES PROVIDED by companies are making office life a little easier these days. One New York ad agency includes a private barbershop in its new facilities. Many companies now have exercise rooms and gyms for employees and one Texas firm even has a chapel on its plant site where two chaplains offer non-compulsory "biblically related" services for employees on company time.

Top executives are getting their share too. A Long Island sauna dealer says he's installed 50 executive-size baths in offices recently. A brokerage house gives

television-telephones for inter-office use to its top partners and a Denver law firm maintains a year-around luxury condominium in Aspen, Colo. where its attorneys can ski or just relax.

STEELWORKER PRESIDENT I. W. Abel has proposed a drive by organized labor to achieve a four-day work week without a reduction in pay. The shorter work week goal, he said, could be approached either through collective bargaining or by means of a drive in Congress to amend the Fair Labor Standards Act. He also said that he was "confident" that it could be achieved within the next four years. He predicted that a four-day work week and three-day weekends would result in increased productivity because there "would be less time lost" and less work would be "spoiled due to fatigue and monotony on the job."

... Travel

WHEN TRANS WORLD Airlines inaugurated its around-the-world service recently, it meant the airline was realizing a 25 year ambition. Although the airline does not recommend it, a passenger could circumnavigate the globe on TWA on a single 24,000-mile journey with a total flying time of 47 hours 15 minutes and an elapsed time of 59 hours and 25 minutes.

TRAVELERS "BUMPED" FROM oversold flights now have more to say about whether to accept alternate service the airlines offer him, according to new rules recently adopted by the Civil Aeronautics Board. He will no longer be required to accept other service, "air taxi" for instance, if he doesn't care for it. If he doesn't want such alternates, he is entitled to compensation exceeding refund of his air fare. Such compensation, equal to the air fare involved with a \$200 maximum and \$25 minimum, currently is required only if alternate service isn't provided at all. He must still however, accept alternate space on a CAB certified carrier if it gets him to his destination within two hours of his originally scheduled arrival time. The new CAB rules took effect October 10th.

WORLD AIRWAYS HAS been

named recipient of the National Safety Council's Award of Merit. The award marks the ninth year that World has won the National Safety Council recognition for outstanding flight safety, including four Award of Honor citations — highest award in the Council's program.

GOING BEHIND THE scenes of creative industries is an increasingly popular educational and entertaining way for travelers to experience the European's Europe.

In Western Europe there are nearly 500 factories and workshops open to visitors this year, according to Trans World Airlines. Europeans may be observed at work on everything from art to zoology. Such open house tours, aside from being fascinating in themselves, provide means for designers, manufacturers and sales people to observe the imaginative, productive and merchandising techniques of the vital "new" Europe.

... Products

FAULTLESS GOLF PRODUCTS
Division of Abbott Laboratories has introduced a line of hand-made, custom quality golf clubs designed by Lee Trevino, former U. S. Open champion.

According to William Pratt, director of leisure time products at Abbott, the Trevino-styled clubs are unique in several ways. "All the clubs," Pratt said, "are intentionally designed an extra half-inch longer to give a slightly longer arc, a little faster clubhead speed and a little better power."

The laminated maple driver has a deeper-face and a loft reduced to only 11 degrees instead of the conventional 13 degrees. A special new steel alloy shaft allows more weight distribution to be shifted into the contact area without an increase in overall club weight. Faultless irons are offset slightly behind the vertical line of the shaft to help the average golfer keep his hands ahead of the ball and line it up more accurately in address.

The Lee Trevino irons are the only offset irons made today by an American golf club manufacturer, although the idea is popularly accepted overseas.

"We consider our entry into the golf field as just the start," Pratt said. "Abbott fully intends to develop and to acquire a broad line of high quality leisure time products."

The North Chicago firm is currently working with several different technical institutions to develop new techniques

in sporting goods and leisure time equipment.

ALREADY WINNERS IN both baseball and football, Baltimore also has captured first place in stadium lighting. 500 General Electric Multi-Vapor* (metal halide) lamps have transformed the Baltimore Municipal Stadium, home of the Orioles and Colts, into the nation's best lighted. Each lamp produces 150,000 lumens, or more than the light output of 85 standard 100-watt light bulbs. Housed in Steber Super Sports-lighter fixtures, the lamps are operated at 1500 watts. The light they produce has a color temperature of about 3000 to 3400 degrees Kelvin, considered optimum for color television broadcasting. Combined with an existing incandescent lighting system the new lamps give the stadium lighting levels of 500 footcandles on the infield and more than 300 across the outfield. These compare with 130 and 50 footcandles, respectively, produced by the older lighting system. They provide better visibility for both players and spectators, and improved pictures for color TV broadcasting.

*Registered trademark of the General Electric Company

The Peanut Lunch

The quick lunch of a 10-cent bag of peanuts and a cup of black coffee or a soft drink is a simple reducing aid. Peanuts are a bean and not a nut, and contain *no cholesterol*. Surprisingly, peanuts contain more protein than most meats. This lunch will stay in the stomach for several hours and allay the pangs of hunger until supper time. The peanuts are always available, easily carried in a pocket, and will allow the patient to have a moderate-sized breakfast and supper.

The patient suddenly finds that he has an extra hour for work in the middle of the day that he used to spend on his lunch hour, and he may be able to get home an hour earlier in the evening and thus avoid the stress and strain of the rush hour traffic.

Our affluent society has thus come full circle. Peanuts were carried by the slave traders from Africa to the New World 150 years ago; they were cheap, carried well without refrigeration, and kept the living cargo in a state of good nutrition so that they brought better prices in the New World markets.

Edward F. Skinner, MD, Memphis, Tenn. From Journal of American Medical Association ■

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS WANTED

Young man seeking administrative assistant position with growth potential in the field of industrial recreation. Will obtain degree in Recreation in January, 1970. Has experience with boys' clubs and in municipal recreation. Salary open.

Box 200—RECREATION MANAGEMENT.

Marine officer, 41, retiring January 1970, desires challenging position in industrial recreation. 1-1/2 years immediate experience in recreation administration. Considerable experience in fiscal planning, broad spectrum facility planning, research, administration, programming and publicity. Comprehensive performance data and annual statements are available upon request. Salary secondary to degree of challenge. Preference for Pacific Northwest.

Box 203—RECREATION MANAGEMENT.

MISCELLANEOUS

GROUP-CHARTER FLIGHT HANDBOOK

—New Guide details: Air fares; charter rates; regulations; Europe, Caribbean, World-wide; how organizers can earn free seats; airline classifications; inexpensive European charter tours. Names 1,100 typical organizations. Free details.

Travel Information Bureau, 16a Bristol, Kings Park, N.Y. 11754.

NEW, SOLID STATE GOLF BALLS—indestructable; N.G.A. approved; \$3.75 a doz. Rejects, excellent condition, \$2.25 per doz. Shag balls, \$1.45 per doz. Send for brochure. The American Co., Merrick, L.I. 4, New York 11566.

Keep Jogging!

The benefits of jogging have been reaffirmed by a recent six month study at the Cox Heart Institute. Now, after suffering through leg pains, taunts from your friends and neighbors and shin-splints, you can relax, secure in the knowledge that your efforts are doing some good.

The Institute says that measurable health benefits are provided by jogging — but only for those who jog on a regular basis. The study showed that improvement in the heart's pumping capacity and in lung capacity reached a peak in about four months and held steady after that.

If you want to jog sitting down, the study points out that bicycling produced about equal improvements in both heart and lung functioning. ■

NEW PRODUCTS

For further information on the products described, write to: **RECREATION MANAGEMENT, 20 N. Wacker Drive, Chicago, Ill. 60606. Refer to the product by number.**

The New Jogline

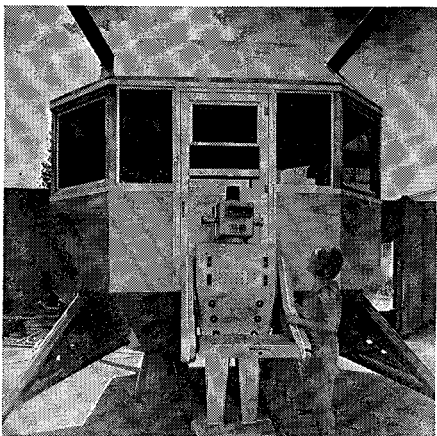


In season or out, sportsmen such as hunters, skiers, boxers and swimmers can keep in condition with a new exercise device called Jogline. It's a jumping rope with weighted handles that puts centrifugal force to work. The handles exert a pull on the body that makes skipping rope feel like cross-country jogging. Jogline builds fitness indoors or outdoors and comes with a step-by-step fitness guide. Manufacturer is Life Line Company.

Write for information on No. 90

Portable Building

A new construction process making possible fast delivery of a pre-plumbed, pre-wired, portable building suitable for a wide range of applications has been perfected by Pride Mfg. Co., Inc. Building is 12 ft. wide, polyester construction on structural steel with a four-inch poly-

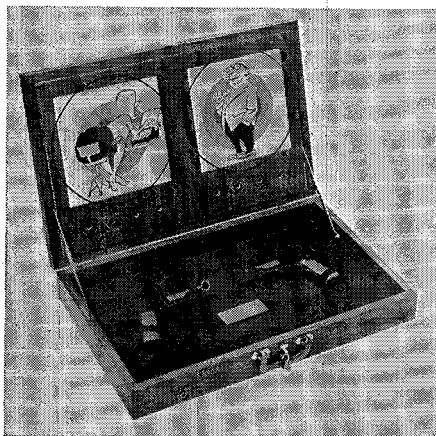


urethane core inside panels. Any color is possible and comes completely assembled or as a shell. If it is designed for food franchising business it can be fully equipped for food preparation. The building can take various shapes and can be put together in any size predicated on modular construction.

Write for information on No. 94

Executive Toy

A solid-state electronic target has been introduced by the Recreation Design and Development Co. The kit consists of two targets, a supply of replace-



able target pictures, two dueling pistols and a gun case. The targets are designed with a series of 4 colored lights, under the targets, that light up indicating where it has been struck. After a few seconds the lights will automatically go out. The pistols are replicas of .45 semi-automatic pistols that shoot BB's. The BB's do not ricochet off target but are absorbed into it. The electronics are space age solid state devices designed to operate on low voltage flashlight type batteries.

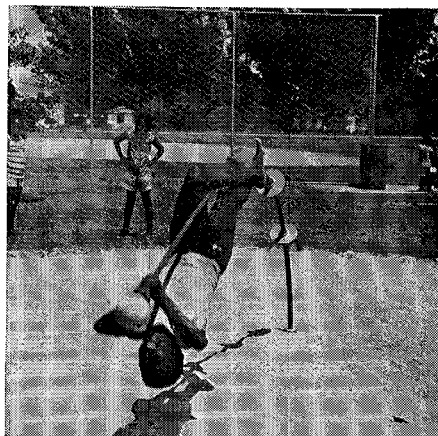
Write for information on No. 93

Putt'n Fun For Everyone

Brandell Products Corp., manufacturers of 19th Hole Brand golf products announces the availability of Putt'n Fun, a complete golf game and putting practice package. Includes everything needed: electric putt return, putter, ball, 9 ft. putting green, putting instructions, putting guide and complete golf instructions. Available in two models.

Write for information on No. 95

Play Device Test

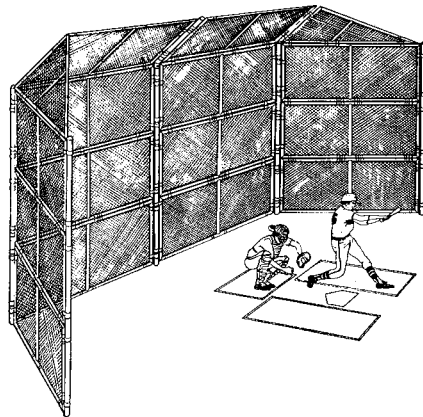


A new Gladding play and physical fitness product captured the imagination of Miami park and recreation authorities. The patented device, call "Zero Gravity Moon Pole", was installed at two locations by the Miami-Dade Parks and Recreation Dept. to test its play value, physical conditioning value and durability. The Moon Pole is a high compression fiberglass pole anchored vertically in the ground. The parent Gladding Corp. expects to market the product during the 1970 season in several sizes suitable for youth and adults.

Write for information on No. 91

Prefabricated Backstop

A new standard baseball backstop, assembled from prefabricated panels are reported to reduce field installation time by over 50 percent according to the manufacturer Salsich Recreation, Inc. These galvanized steel systems are strengthened with vertical braces through the centers of the panels. Woven wire netting is fastened on all four sides of the panels with tension rods

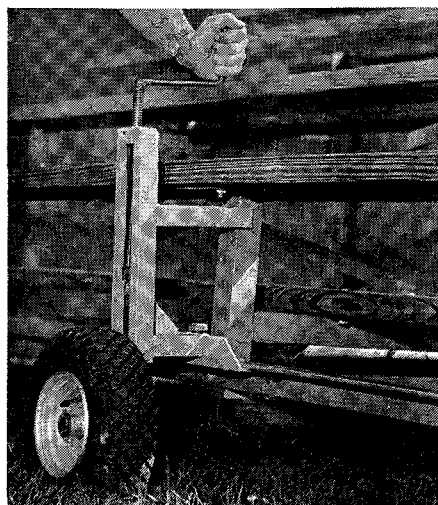


and permanent stainless steel strap clamps to prevent commonly-occurring loosening and bulging.

Write for information on No. 96

Budget Wheel-And-Jack Unit

One man can raise and move 3 to 5-row, 15 ft. bleacher sections using a pair of Budget wheels developed by Bleacher Division, Standard Steel Industries, Inc. The unit will lift to 9 in., runs on a ball bearing, and has 12 in. diameter rubber tired wheel. Two studs



on the wheel frame lock the bleacher rails into alignment and a locking thumbscrew holds the unit to the frame when traveling over rough ground. Lifting force is provided by a special Acme threaded crank.

Write for information on No. 97

Go-Buoy Paddleboard



Hours or run for everyone are provided with the king-size 11 ft. Go-Buoy Paddleboard manufactured by Formex Corp. This paddleboard is not designed as a surf-board. It is larger and more buoyant for a greater variety of activities. The paddleboard is pressure molded of expandable polystyrene in one solid piece. For additional strength an aluminum tube is molded into the board extending from end to end. The patented Go-Buoy Paddleboard is 24 inches wide and weighs less than 20 lbs.

Write for information on No. 92

Sports Program Gives City Boys Taste of Campus

Take a boy between 8 and 12 off the inner-city streets. Give him professional instruction in athletics and an opportunity to test his skills in competition under the eyes of the pros. Provide a kid making it through college on an athlete scholarship as an idol to replace the street hustler.

That's the game named Contact. It's being played in Rochester, N.Y. by the Business Products Group of Xerox Corporation, together with the city's Recreation Bureau and the University of Rochester.

About 600 youngsters have been benefiting from the program held this summer on an idyllic university campus nestling in a bend of the Genesee River. The sports programs — for boys only — have been running on six consecutive Saturdays. In addition, 150 boys and girls, in the same age group, attended a week-long day camp at the university as part of the program just before school opened for the fall term. Contact was conceived and administered by staff members of the Xerox Recreation Association.

By the time a boy in the sports program got to his second session, the benefits began to show. There was the youngster who announced, after running a few laps around the campus track, that he's going to stay in school and study so he can grow up and join the U of R's track team. Then there was the fatherless youngster who said he'd like to visit the home of his volunteer counselor, and the 11-year-old who confided that without Contact he'd be sitting around his housing project, "waiting for trouble to come my way."

Contact aimed to offer sports which may be lacking in the neighborhoods of inner-city children as one way of broadening their horizons.

Wrestling proved one of the most popular sports offered in the program. It was taught by Carmen Oliveri, a recently-retired international competitor.

The same pattern was used for all Contact instruction. — demonstration, conditioning exercises, talks about high school playing rules and finally a chance to try the game. Then there was individual assistance and more playing.

Besides wrestling, Contact offered swimming, baseball, football, soccer,

volleyball and even scuba diving. For a number of these sports there were pros in attendance — such as the members of the Rochester Lancers soccer team and the Rochester Red Wings Baseball Club.

Other Contact workers included high school physical education teachers, City Recreation Bureau staff people, Xerox Recreation Association staff members, Xerox employee volunteers and youths participating in Project Upward Bound, local high school students in residence at the university during the summer under a Federally-funded program. There was at least one instructor for each 10 boys.

Youngsters were recruited as participants through community centers, churches and neighborhood organizations. Buses took them to and from the campus, and they were given tee-shirts and lunches, all without charge.

Now under consideration, as a result of Contact's initial experience this summer, are seasonal sports clinics throughout the year.

If the small-fry participants in Contact gained something from the program, so did the staff people who worked with them. The young men from Upward Bound, themselves on the way up, eagerly filled their "big brother" roles, taking their young charges to visit their dormitory rooms and telling them how important it is to stay in school.

And the volunteer workers gained a greater insight into the minds and hearts and glimpsed a bit of the "soul" of inner-city kids. ■

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Olin Shoots Record 244 To Keep National Industrial Trap Title

Grinning broadly, the first place Olin Mathieson Chemical Corp. team, East Alton, Ill., proudly display trophies received at the 20th Annual National Invitational Trapshoot. The team fired a record 244 for the win. Team members are: back row l. to r. Oren Laughlin, Mike Jordan and Robert Maples. Front row l. to r. Lester Arbuthnot and Jerry Sedlacek

A red hot squad from the Olin Corporation, East Alton, Illinois, defended their National Industrial Trap Shooting Championship with a sizzling (244 X 250) over a record entry of 168 Industrial Teams at the 20th Annual National Invitational Trapshoot sponsored by the Armco Steel Corporation at the Middletown Ohio Sportsman Club, September 7th.

Tieing for second at 239 was the Remington Arms Co. Team, Bridgeport, Conn., and the 1967 champion, Inland Mfg. Co. Team from Dayton, Ohio. Tieing for fourth place was the Armco Steel Corp. No. 2 Squad and North American Rockwell Corporation from

Columbus, Ohio at 238.

Arnold Smith, Armco Steel No. 1, emerged as High Gun after a 50 bird shootout with nineteen other "50 straight" shooters. Runner-up was Don Poffenberger, Diamond National Corp., Middletown, Ohio with Ed Hauser, Proctor and Gamble, Cincinnati, Ohio, at third place.

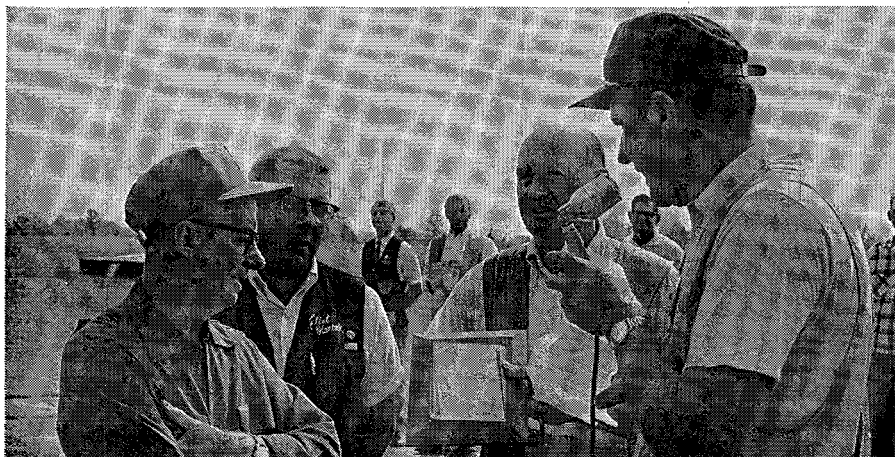
Bob Bauer, Armco Steel Activity Advisor and the Middletown Sportsman Club handled the record entry of 840 shooters with their usual efficiency and hospitality. Six new fields augmented the twelve tournament fields.

The winning team will be the guests of the Olin Company for a days pheas-

ant and duck shooting at the famous Nilo Farms.

Final squad standings were:

| | |
|--|-----|
| Armco Steel Corp. #1, Middletown, Ohio | 237 |
| Wayne Division #1, Richmond, Ind. | 237 |
| Joseph E. Seagram & Sons, Inc., Lawrenceburg, Ind. | 236 |
| Owens Illinois Glass Co., Godfrey, Ill. | 235 |
| Delco Moraine, GMC #2, Dayton, O. | 235 |
| Armco Metal Products #2, Middletown, O. | 234 |
| International Harvester #1, Richmond, Ind. | 233 |
| Rand-McNally & Co., Versailles, Ky. | 233 |
| Frigidaire #1, Dayton, O. | 232 |
| Delco Moraine, GMC #1, Dayton, O. | 232 |
| Dayton Power & Light #1, Dayton, Ohio | 232 |
| Wright-Patterson #1, Dayton, O. | 232 |
| National Cash Register Co. #2, Dayton, O. | 232 |
| GMC Truck & Coach Co. #2, Pontiac, Mich. | 232 |
| American Laundry & Machine Co., Cincinnati, O. . | 231 |
| National Cash Register Co. #1, Dayton, O. | 231 |
| Speco Division Kelsey Hayes #1, Springfield, O. .. | 231 |



Roy Davidson (left), Industrial Shoot referee for the past 20 years, received an award from the Armco Gun Club for his loyal and outstanding service. Armco Gun Club president Clin Hancock (right) presented the plaque. Also shown are Henry Nickell, Armco Gun Club Chairman to the Association board of directors and Bob Bauer, Activity Advisor, Armco Steel Corp.

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Grumman Ski Club



People are the success of any club. The Grumman Ski Club, while a comparatively new one, is one of the company's most successful clubs. It was organized 10 years ago by a group of ski enthusiasts who wanted to pursue the sport on a more active basis than the two trips that the Recreation Department sponsored each year.

From a charter membership of 30 members, the club has grown and stabilized at 150 members. Over the years, the officers of the Grumman Ski Club have been outstanding, which is one of the main reasons it has remained so successful.

The dues structure includes an initial \$10.00 initiation fee and an annual membership dues of \$10.00. A family membership is \$10.00 for each member, but payment of only one initiation fee is required.

For the last several years the club has leased a ski lodge that can accommodate 50 people. Individual week-ends are priced at \$17.00, which includes a snack upon arrival Friday night, breakfast and dinner on Saturday, and breakfast on Sunday. A season reservation is budgeted at \$165.00. Every member of the club has to make at least one week-end. If a member makes 5 trips, the week-end price for each subsequent trip goes down to \$12.00.

Sign up for the ski trips takes place at two meetings prior to the trip. The club meets every two weeks during the season and once a month during the summer months. Programs at the meetings include fashion shows, equipment demonstrations and displays, and the Warren Miller type movie.

The club's primary fund-raising program is a cocktail party to which all members of the Long Island Association of Ski Clubs are invited. The admission charge is \$2.50. A band furnishes music for dancing; and raffle tickets on ski equipment are sold. The club usually realizes a profit of about \$1,000.00.

This year the ski club will end up with a profit of over \$1,000.00 on the ski lodge, primarily because of the extra long ski season. The ultimate goal of the club is to own its own ski lodge.

The social affairs of the club includes an election of a Grumman Snow Queen, who is crowned at an annual dance. The queen will compete in the Long Island Association of Ski Clubs, and the Met Council contests, and if successful, she will continue on to compete in the USEASA Snow Queen Contest.

In the summer, the club sponsors a Dude Ranch week-end, a beach party and pool parties, and participates in the LIASC Softball League.

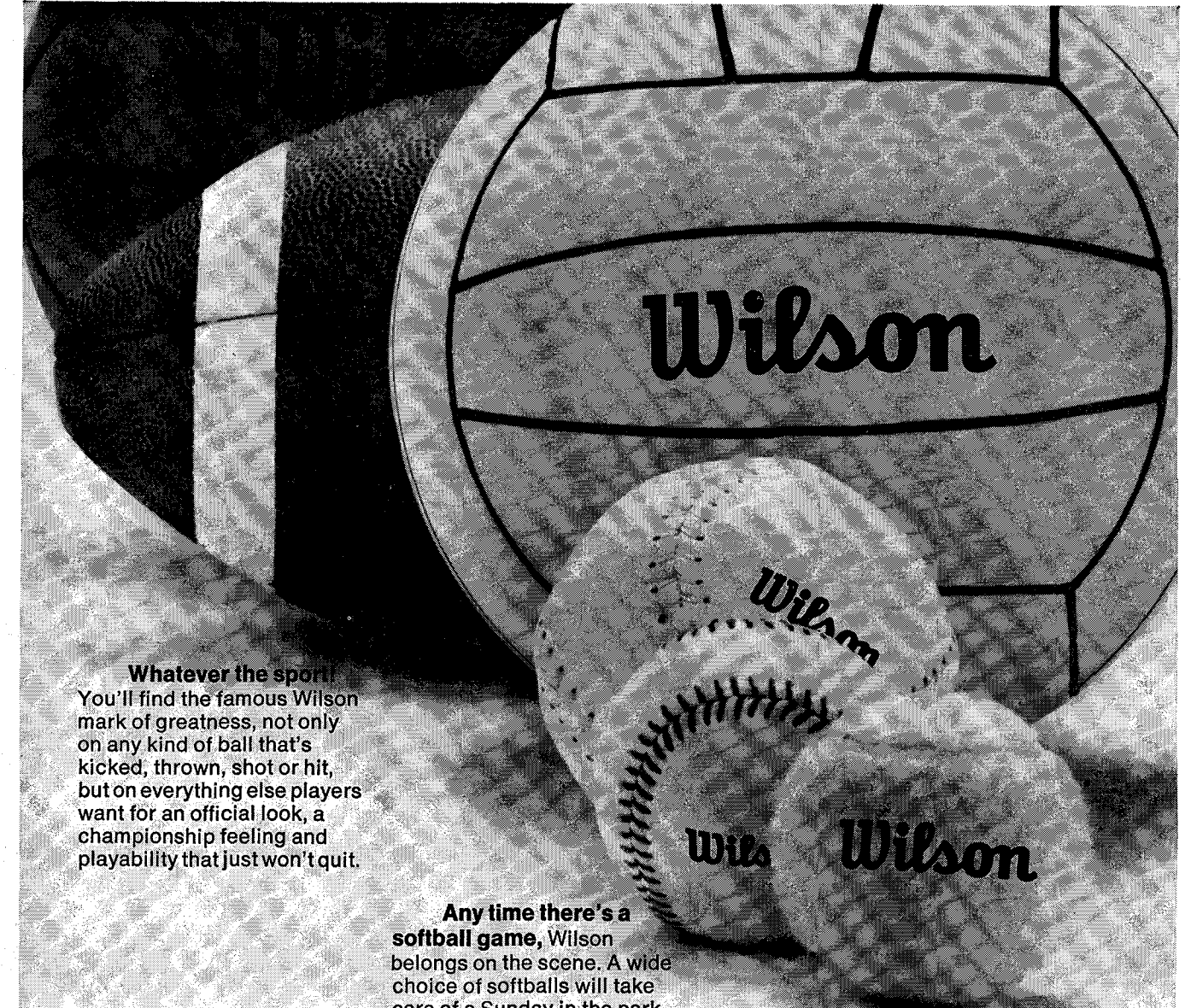
An Alpine Racing Team plays an important part in the appeal of the club. They compete in a series of inter-club races during the season. There is extensive interest in this phase of the ski club and is another reason why interest in the club remains high year after year.

During the season, the Racing Committee stages a Winter Skol week-end, which is a fun-type racing week-end, in which mixed teams (boy & girl) dress for a costume prize and compete in all kinds of novel races.

The culmination of the season is the Champagne Week-end. All members of each club in the regional ski association have a chance to race against members of other clubs. The club with the best score in all classes—beginners, intermediates and experts—wins the Club Championship of Long Island.

The membership drive for the Grumman Ski Club starts in the late summer with a Casual Night. The club sets up a display of everything they do—pictures of the lodge, dances, parties, races, trophies, social activities and the Winter Skol. They also have displays of the latest equipment and fashions.

Another source for new members for the club comes from the ski trips the Recreation Department sponsors each year. Although most of the people on these trips are beginners, those who absorb the instructions usually become ski addicts and go on to join the Grumman Ski Club. ■



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1969 Parade of Champions/ 1970 Buyers Guide/ 1970 NIRA Directory

In Los Angeles Book The Fabulous Forum For The Big Ones

1969-70 Season — Los Angeles Kings Hockey

1969-70 Season — Los Angeles Lakers Basketball

Jan. 7-18 — Holiday on Ice

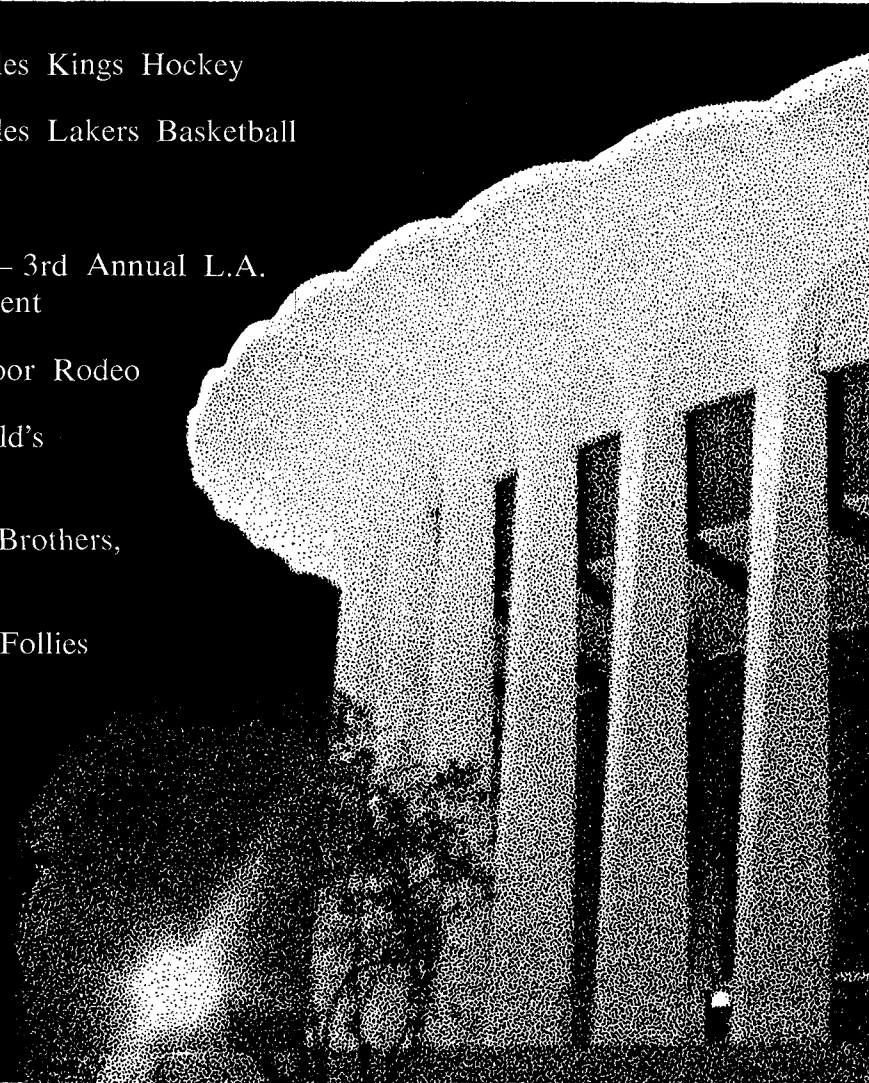
Feb. 25, 26, 28 & Mar. 1 — 3rd Annual L.A.
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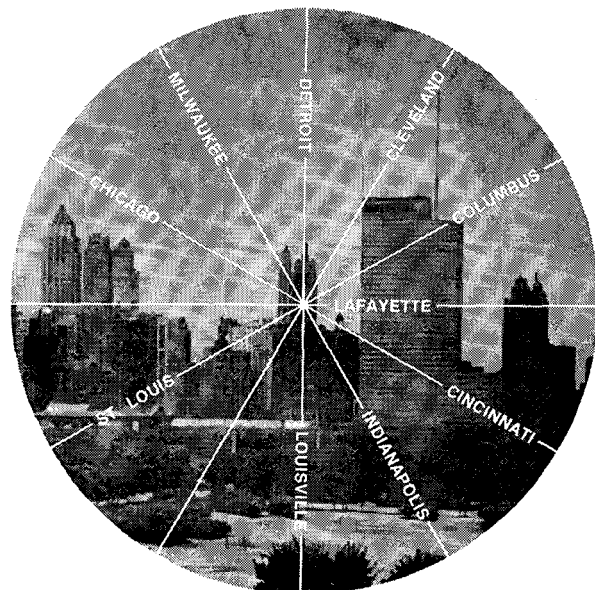
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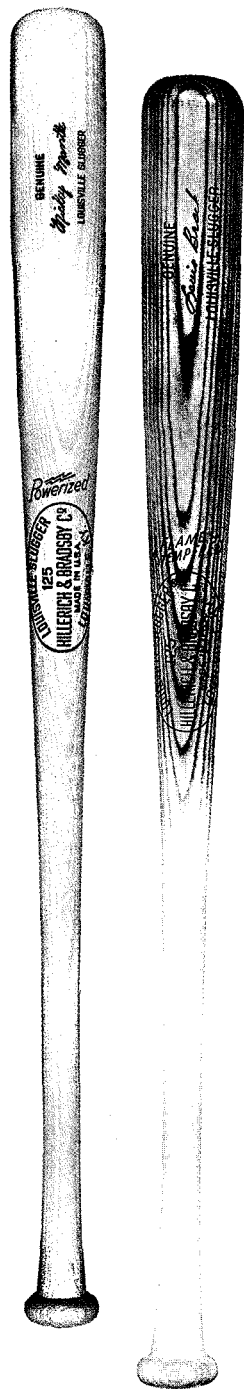
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1970 Louisville Slugger



"KNOW KNOB" MARKINGS

All Nos. 125, 125 Flame Tempered, 125S, 125S Flame Tempered are marked on the face of the knob with initials of autographing player and length, such as MM-4 is Mickey Mantle autographed bat, 34" long. MMS is Mickey Mantle special autographed bat, 34" long.

125 GENUINE *Autographed* LOUISVILLE SLUGGER—POWERIZED. NATURAL FINISH.

The authentic models of the famous sluggers whose genuine autographed signatures appear on the barrel. Turned from choice, open-air-seasoned White Ash. Lengths: 32", 33", 34", 35", and 36". Each \$5.60

MODELS:

| | | | | |
|--------------------|------------------------|----------------------|-----------------------|------------------------|
| 125HA—Henry Aaron | 125BC—Roberto Clemente | 125AK—Al Kaline | 125BM—Bobby Murcer | 125JR—Jackie Robinson |
| 125EB—Ernie Banks | 125CF—Curt Flood | 125MM—Mickey Mantle | 125TO—Tony Oliva | 125PR—Pete Rose |
| 125JB—Johnny Bench | 125NF—Nelson Fox | 125RM—Roger Maris | 125RP—Rico Petrocelli | 125RS—Rusty Staub |
| 125LB—Lou Brock | 125KH—Ken Harrelson | 125DM—Dick McAuliffe | 125BR—Brooks Robinson | 125CY—Carl Yastrzemski |
| 125RC—Rod Carew | 125RJ—Reggie Jackson | 125EM—Ed Mathews | 125FR—Frank Robinson | |

4 TYPES OF PACKING ARE OFFERED:

Assorted lengths and models: Comprised of not less than six models of our selection in the standard length assortment (4/33", 5/34", 3/35") per carton.

Single model in assorted lengths: Available in following autographs only: Henry Aaron, Johnny Bench, Rod Carew, Roberto Clemente, Reggie Jackson, Al Kaline, Mickey Mantle, Roger Maris, Bobby Murcer, Jackie Robinson, Pete Rose, Carl Yastrzemski. All bats of one of these autographed models per carton—packed 5/33" and 7/34" per carton.

Single length in assorted models: All bats of one length of your choice (33", 34" or 35") in not less than six models of the selection per carton.

32" lengths—solid pack only—available in Rod Carew, Reggie Jackson, Mickey Mantle and Carl Yastrzemski autographs only. Packed one dozen to carton, three of each autograph to carton.

36" lengths—solid pack only—available in Henry Aaron, Roberto Clemente, Mickey Mantle, Jackie Robinson autographs only. Packed one dozen per carton, three of each autograph per carton.

Special Packing Note: A 5% extra charge will be made for No. 125 bats packed in any manner other than the alternatives outlined above.

STANDARD PACKING: 12 BATS TO CARTON. SHIPPING WT. 26 POUNDS

125S SPECIAL *Autographed* LOUISVILLE SLUGGER—POWERIZED. NATURAL FINISH.

(Not illustrated) Patterned after the original models of the famous sluggers whose genuine autographed signatures appear on the barrels—but **TURNED TO SLIGHTLY SMALLER SPECIFICATIONS** for the particular requirements of High School, Prep School, Babe Ruth League, P-O-N-Y Baseball and other teen-age players. Lengths: 31", 32", 33" and 34". Each \$5.60

MODELS:

| | | | |
|-------------------------|-----------------------|---------------------|-------------------------|
| 125HAS—Henry Aaron | 125NFS—Nelson Fox | 125RMS—Roger Maris | 125RPS—Rico Petrocelli |
| 125JBS—Johnny Bench | 125RJS—Reggie Jackson | 125EMS—Ed Mathews | 125BRS—Brooks Robinson |
| 125RCS—Rod Carew | 125AKS—Al Kaline | 125BMS—Bobby Murcer | 125JRS—Jackie Robinson |
| 125BCS—Roberto Clemente | 125MMS—Mickey Mantle | 125TOS—Tony Oliva | 125CYS—Carl Yastrzemski |

3 TYPES OF PACKING ARE OFFERED:

Assorted lengths and models: Comprised of not less than six models of our selection in our standard length assortment (4/32", 5/33", 3/34") per carton.

Single model in assorted lengths: All bats of one autographed model of your choice in our standard length assortment (4/32", 5/33", 3/34") per carton.

Single length in assorted models: All bats of one length of your choice (31", 32", 33" or 34") in not less than six models of our selection per carton.

Special Packing Note: A 5% extra charge will be made for No. 125S bats packed in any manner other than the three alternatives outlined above.

STANDARD PACKING: 12 BATS TO CARTON. SHIPPING WT. 25 POUNDS

43 ASH FUNGO—GENUINE LOUISVILLE SLUGGER—POWERIZED. NATURAL WHITE FINISH.

(Not illustrated) infield 34", outfield 37" and 38"; packed 3 infield, 9 outfield; one dozen per carton; shipping wt. 20 pounds Each \$5.60

125 FLAME TEMPERED—GENUINE *Autographed* LOUISVILLE SLUGGER.

With burned branding, the same as the bats used by many prominent major league stars. Turned from choice, open-air-seasoned White Ash timber. Same autographs as 125 above. Each \$5.60

Single length in assorted models: All bats of one length of your choice (33", 34" or 35") in not less than six models of our selection per carton.

Single models in assorted lengths: Available in following auto-

graphs only: Henry Aaron, Johnny Bench, Rod Carew, Roberto Clemente, Reggie Jackson, Al Kaline, Mickey Mantle, Roger Maris, Bobby Murcer, Jackie Robinson, Pete Rose, Carl Yastrzemski. All bats of one of these autographed models per carton. Packed 5/33" and 7/34" per carton.

STANDARD PACKING: 12 BATS TO CARTON. SHIPPING WT. 26 POUNDS

125S FLAME TEMPERED—SPECIAL *Autographed* LOUISVILLE SLUGGER.

(Not illustrated) With burned branding, the same as the bats used by many prominent major league stars. Furnished in the models of today's greatest hitters except turned to slightly smaller specifications. Choice, open-air-seasoned White Ash. Same autographs as 125S above. Each \$5.60

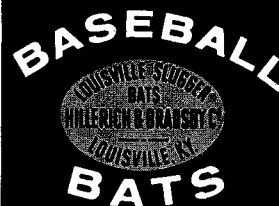
ONLY ONE TYPE OF PACKING AVAILABLE: All bats of one length of your choice (32", 33", or 34") in not less than six models of our selection per carton.

STANDARD PACKING: 12 BATS TO CARTON. SHIPPING WT. 25 POUNDS

HILLERICH & BRADSBY CO., P. O. Box 506, Louisville, Ky. 40201



Louisville and **H&B**



250 LOUISVILLE "SEMI-SIG" OFFICIAL — LIME-TONED NATURAL FINISH — FLAME TEMPERED. Turned from select Northern White Ash timber. Patterned after original models of famous sluggers whose names, in "Semi-Signature" style, they bear. **Each \$4.70**

TWO TYPES OF PACKING:

Assorted lengths and models: Comprised of not less than six models of our selection in the standard length assortment (4/33", 5/34", 3/35") per carton.

Single length in assorted models: All bats of one length of your choice (32", 33", 34" or 35") in not less than six models of our selection per carton of one dozen bats. Shipping wt. 25 pounds.

250S LOUISVILLE "SEMI-SIG" SPECIAL OFFICIAL — (Not Illustrated). LIME-TONED NATURAL FINISH — FLAME TEMPERED. Turned from select Northern White Ash. Patterned after original models of the players whose names, in "Semi-Signature" style, they bear, but turned to slightly smaller specifications for **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball** and other teen-age players. **Each \$4.70**

TWO TYPES OF PACKING:

Assorted lengths and models: Comprised of not less than six models of our selection in the standard length assortment (4/32", 5/33", 3/34") per carton.

Single length in assorted models: All bats of one length of your choice (31", 32", 33" or 34") in not less than six models of our selection per carton of one dozen bats. Shipping wt. 24 pounds.

175 LOUISVILLE GRAND SLAM — NEW NATURAL FINISH. Turned from high quality air-seasoned Northern White Ash. Patterned after the original models of famous sluggers whose names they bear. **Each \$4.10**

TWO TYPES OF PACKING:

Assorted lengths and models: Comprised of not less than six models of our selection in the standard length assortment (4/33", 5/34", 3/35") per carton.

Single length in assorted models: All bats of one length of your choice (32", 33", 34" or 35") in not less than six models of our selection per carton of one dozen bats. Shipping wt. 26 pounds.

175S LOUISVILLE SPECIAL — (Not Illustrated). NEW NATURAL FINISH. Turned from high quality, air-seasoned Northern White Ash. Patterned after the original models of famous sluggers whose names they bear, but turned to slightly smaller dimensions for the particular use of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball** and other teen-age players. **Each \$4.10**

TWO TYPES OF PACKING:

Assorted lengths and models: Comprised of not less than six models of our selection in the standard length assortment (4/32", 5/33", 3/34") per carton.

Single length in assorted models: All bats of one length of your choice (31", 32", 33" or 34") in not less than six models of our selection per carton. Shipping wt. 24 pounds.

140S H&B SPECIAL POWER DRIVE, NATURAL WHITE FINISH. Turned from fine Northern White Ash. Patterned after the original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball** and other teen-age players. **Each \$3.80**

ONLY ONE TYPE OF PACKING AVAILABLE: Six models of our selection in assorted lengths ranging from 32" to 34" per carton of one dozen. Shipping wt. 24 pounds.

LENGTH MARKINGS Nos. 250, 250S, 175, 175S, 140S have lengths stamped on knob end such as 3 for 33", etc.

14W H&B SAFE HIT. NATURAL WHITE FINISH. Ash timber of good quality. Famous player model identified on barrel. **Each \$3.30**

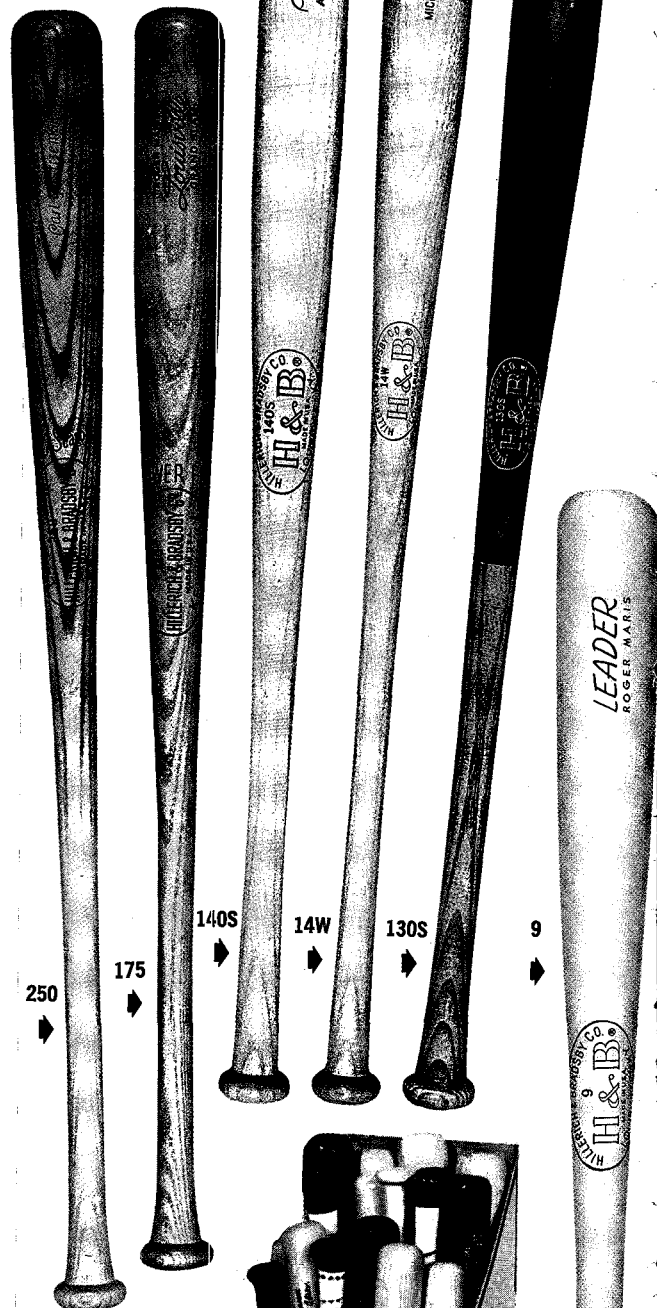
ONLY ONE TYPE OF PACKING AVAILABLE: Six models of our selection in lengths ranging from 33" to 35" per carton of one dozen. Shipping wt. 26 pounds.

130S H&B SPECIAL SAFE HIT. Ash bat with **BROWN FINISH** and dark natural handle. Patterned after the original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball** and other teen-age players. **Each \$2.80**

ONLY ONE TYPE OF PACKING AVAILABLE: Six models of our selection in assorted lengths ranging from 32" to 34" per carton of one dozen. Shipping wt. 24 pounds.

9 H&B LEADER BAT. New Finish — natural ASHTONE. Famous player model identified on barrel. **Each \$2.40**

ONLY ONE TYPE OF PACKING AVAILABLE: Assorted models in lengths ranging from 32" to 35" per carton of one dozen. Shipping wt. 25 pounds.



BASEBALL

LITTLE

LEAGUE

SOFTBALL



PLAY BALL!



LOUISVILLE SLUGGER
BASEBALL • LITTLE LEAGUE
• SOFTBALL BATS •

2 LOUISVILLE BAT ASSORTMENTS

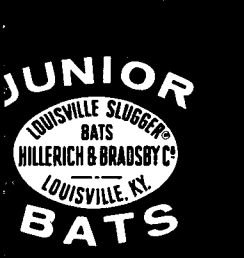
Each has 18 Bats shipped with a hard hitting FLOOR DISPLAY CARTON

No. 500 BAT ASSORTMENT

6 BASEBALL BATS — 1 each: 125 Flame Tempered, 125S Flame Tempered, 175S, 140S, 130S, 9.
4 SOFTBALL BATS — 1 each: 75FT, 54, 52H, 50.
8 LITTLE LEAGUE BATS — 2 each: 125BB, J2. 1 each: 125LL, 125J, 225LL, JL.
Shipping wt. 34 lbs. \$60.70

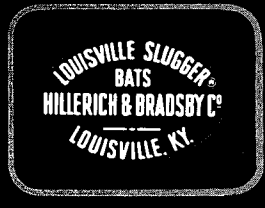
No. 25 BAT ASSORTMENT

4 BASEBALL BATS — 1 each: 14W, 130S, 9, 140S.
4 SOFTBALL BATS — 1 each: 75FT, 56, 52H, 50.
10 LITTLE LEAGUE BATS — 2 each: 125J, 225LL, JL, J2, 125K.
Shipping wt. 34 lbs. \$49.80



Approved Little League

Performance
makes
them
famous



Louisville Slugger Softball bats

125LLG GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — GLASGRIP. Approved Little League size. Bats in each carton of one dozen are natural white finish. Attractive Glasgrip handle. Autographs of **Henry Aaron, Lou Brock, Al Kaline, Mickey Mantle, Brooks Robinson and Carl Yastrzemski.** Packed solid length only (28", 29", 30", 31" and 32") with assorted models Each \$4.70
STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 22 LBS.

125LL GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Approved Little League size. Bats in each carton of one dozen are natural white finish. Autographs of **Henry Aaron, Lou Brock, Al Kaline, Mickey Mantle, Brooks Robinson and Carl Yastrzemski.** Each \$4.40
2 TYPES OF PACKING ARE OFFERED: Assorted lengths and autographs: Comprised of no fewer than the six different autographs listed above, in our standard length assortment (2/28", 4/29", 4/30" and 2/31") per carton. Single length in assorted autographs: All bats of one length of your choice (27", 28", 29", 30", 31", 32" or 33") in not fewer than the six autographs listed above per carton.
STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS

125LL FLAME TEMPERED GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — Same as the No. 125LL described above except that it has the **FLAME TEMPERED** finish (instead of natural finish) and is available in autographs of **Ernie Banks, Mickey Mantle, Dick McAuliffe, Tony Oliva, Rico Petrocelli and Pete Rose.** Packed solid length only (27", 28", 29", 30", 31" and 32") with assorted models Each \$4.40
STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS

125BB GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Approved Little League size. New brown barrel, dark natural handle finish. Ash and/or selected northern hardwoods. New modern single branding — Louisville Slugger Oval, Approved Little League and autograph are combined in one brand. Autographs of **Rod Carew, Roberto Clemente, Curt Flood, Reggie Jackson, Mickey Mantle, and Bobby Murcer.** Each \$3.90
ONLY ONE TYPE OF PACKING AVAILABLE: Single length in 31" or 32" in not fewer than six autographs listed above per assorted autographs: Packed solid length only (28", 29", 30", 31" or 32") in not fewer than six autographs listed above per carton.
STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS

125J GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Approved Little League size. Natural white finish. Ash and/or selected northern hardwoods. Autographs of **Ernie Banks, Johnny Bench, Ken Harrelson, Mickey Mantle, Frank Robinson and Carl Yastrzemski.** Each \$3.50
2 TYPES OF PACKING ARE OFFERED: Assorted lengths and autographs: Comprised of no fewer than the six different autographs listed above, in our standard length assortment (2/28", 4/29", 4/30" and 2/31") per carton. Single length in assorted autographs: All bats of one length of your choice (27", 28", 29", 30", 31" or 32") in not fewer than the six autographs listed above per carton.
STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS

125LL LITTLE LEAGUE "LOUISVILLE" BAT. LIME-TONED, NATURAL FINISH — FLAME TEMPERED. Approved Little League size. Each bat bears name in "Semi-Signature" style of one of these famous sluggers: **Roberto Clemente, Mickey Mantle, Dick McAuliffe, Bobby Murcer, Tony Oliva and Rico Petrocelli.** Each \$3.10
ONLY ONE TYPE OF PACKING AVAILABLE: Solid pack 27" to 32". Single length in assorted autographs: Packed solid length only (27", 28", 29", 30", 31" or 32") in not fewer than six autographs listed above per carton.
STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS

125L LITTLE LEAGUE BAT. NEW FINISH — NATURAL ASHTONE. Approved Little League size. Ash and/or selected northern hardwoods. Each bat branded with name of one of these famous hitters: **Henry Aaron, Reggie Jackson, Al Kaline, Mickey Mantle, Pete Rose and Rusty Staub.** Each \$2.80
ONLY ONE TYPE OF PACKING AVAILABLE: Bats of assorted lengths ranging from 28" to 32" with an assortment of famous hitters names.
STANDARD PACKING: 12 BATS TO CARTON, SHIPPING WT. 20 POUNDS

125K GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Illustration and description follows **SCHOOL - RECREATION - PLAYGROUND BATS.**



125Y 125F 125SF 125V 300A 250GS

125E LOUISVILLE SLUGGER "BOMBER" OFFICIAL SOFTBALL BAT. A soft-ball bat model for the player who wants a big bat — with long, large handle that tapers up rather quickly to large barrel. Turned from select Northern White Ash — natural finish with black foil branding. White tape grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 26 pounds. Each \$4.20

125A LOUISVILLE SLUGGER "METEOR" OFFICIAL SOFTBALL BAT — POWERIZED. Walnut brown finish with gold branding. Meets full team requirements. Ash and/or selected northern hardwoods. Powerized. Cork grip. Packed one dozen assorted models to carton, 6/33" and 6/34". Shipping wt. 23 pounds. Each \$4.20

300B LOUISVILLE SLUGGER "THOR" OFFICIAL "FLAME TEMPERED" SOFTBALL BAT. Turned from quality ash and/or hickory, flame tempered finish. Large barrel (new maximum size — 2 1/4" in diameter). White tape grip. Packed one dozen assorted models to carton, 6/33" and 6/34" or solid pack all 34". Shipping wt. 24 pounds. Each \$4.20

125SP LOUISVILLE SLUGGER "SLOW-PITCH" OFFICIAL SOFTBALL BAT. A bat number especially designed for the rapidly expanding game of slow-pitch softball, and also for the more experienced fast-pitch players preferring a bat with more heft. Turned from heavy weight hickory timber and finished in gray antique. White tape grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 30 pounds. Each \$4.20

250B LOUISVILLE SLUGGER "ROCKET" OFFICIAL SOFTBALL BAT — ASSORTED MODELS. Answers full team requirements. Ebony finish, ash and/or selected northern hardwoods, imprinted white tape grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 22 pounds. Each \$4.20

125Y LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT. For the consistent hitter a small-barreled bat with gradual taper to small grip. Gray antique finish. Finest second-growth ash and/or hickory. White tape grip. Packed one dozen to the carton, 6/33" and 6/34". Shipping wt. 24 pounds. Each \$4.20

125F LOUISVILLE SLUGGER "THE BULGER" OFFICIAL SOFTBALL BAT. A softball model of distinctive design — with long, whip-like handle that rises quickly to bulger barrel. An ideal long-ball-hitting model for batters who can hit the ball "on the button". Satin gray finish with shadow spray to highlight brand. Finest second growth White Ash. White tape grip. Packed one dozen to the carton, 6/33" and 6/34". Shipping wt. 23 pounds. Each \$4.20

125SF LOUISVILLE SLUGGER "FUNGO" OFFICIAL SOFTBALL BAT. To fill a demand for a softball Fungo bat, that also complies with official size for use in games. Natural finish, solid white tape grip. Fine White Ash. Packed one dozen to the carton — all solid pack 34". Shipping wt. 25 pounds. Each \$4.20

125V LOUISVILLE SLUGGER "ORBIT" OFFICIAL SOFTBALL BAT. For strong hitters — a new bottle-shaped model, with a long, large barrel (2 1/4" in diameter) that tapers down abruptly to a medium handle. White Ash with natural finish. White tape grip. Packed one dozen to the carton, 6/33" and 6/34" or solid pack all 34". Shipping wt. 25 pounds. Each \$4.20

300A LOUISVILLE SLUGGER "ATLAS" OFFICIAL "POWERIZED" SOFTBALL BAT. Ash and/or hickory timber finished in natural white. Large barrel (new maximum size — 2 1/4" in diameter). White tape grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 23 pounds. Each \$4.20

250GS LOUISVILLE SLUGGER "GRAND SLAMMER" OFFICIAL SOFTBALL BAT. For the power hitter who wants to put plenty of wood on the ball. Popularly described as the "Potato Masher" design. Large and very long barrel (2 1/8" in diameter) tapering abruptly to handle. Natural finish, ash. White tape grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 28 pounds. Each \$4.20



LENGTH MARKINGS — Nos. 125LLG, 125LL, 125LL Flame Tempered, 125BB, 125J, 225LL have lengths stamped on knob end such as 9 for 29", 0 for 30", 1 for 31", etc.

BATS FOR BABE RUTH LEAGUE — Any bat in the Louisville Slugger bat line may be used in **BABE RUTH LEAGUE** play. However, the "specials" (125S, 250S, 175S, 140S and 130S) are particularly suitable for players of this age group.

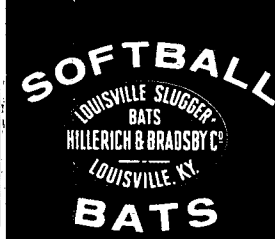
BATS FOR BRONCO • P.O.-N.-Y. • COLT BASEBALL — Any bat in the Louisville Slugger bat line may be used in **COLT LEAGUE** play. For **P.O.-N.-Y. LEAGUE** the following are approved: 125S, 250S, 175S, 140S, and 130S. Also, any Junior or Little League numbers may be used in **P.O.-N.-Y. LEAGUE** or **BRONCO LEAGUE**.

BATS FOR AMERICAN AMATEUR BASEBALL CONGRESS — Any bat in the Louisville Slugger bat line may be used in **STAN MUSIAL, CONNIE MACK and MICKEY MANTLE** Divisions. However, the "specials" 125S, 250S, 175S, 140S and 130S are particularly suitable for **MICKEY MANTLE** Division. For **MINOR** Division the "special" models listed above are suitable.

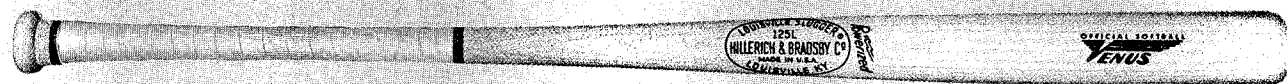


Louisville Slugger

H&B



125W LOUISVILLE SLUGGER "SPEED SWING" OFFICIAL SOFTBALL BAT — POWERIZED. Natural white finish, ash and/or hickory. White tape grip. Packed one dozen assorted models to carton, 6/33" and 6/34". Shipping wt. 22 pounds. Each \$4.20



125L LOUISVILLE SLUGGER "VENUS" OFFICIAL SOFTBALL BAT — POWERIZED. For girl players—a small-barrelled bat with a gradual taper to small grip. Natural white finish, ash. White tape grip. Packed one dozen to carton, 33" length. Shipping wt. 20 pounds. Each \$4.20



225F LOUISVILLE SLUGGER "THE BULGER" OFFICIAL SOFTBALL BAT. A model with long thin handle that builds up quickly to a short-length barrel with curved hitting surface—a long-ball-hitting weapon in the hands of the batter who can "hit 'em on the button". Lime-toned, natural finish; flame tempered barrel. White tape grip. Packed one dozen to the carton, 6/33" and 6/34". Shipping wt. 23 pounds. Each \$3.60



102 LOUISVILLE SLUGGER "SWING KING" OFFICIAL SOFTBALL BAT. Saddle brown finish. Assorted models of ash and/or selected northern hardwoods. White tape grip. Packed one dozen to carton 6/33" and 6/34". Shipping wt. 22 pounds. Each \$3.30



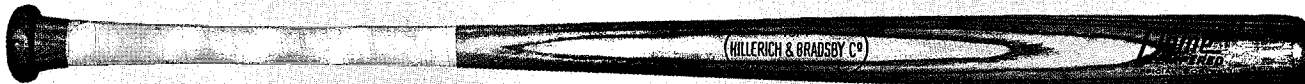
100W LOUISVILLE SLUGGER "DART" OFFICIAL SOFTBALL BAT. Natural white finish. Ash and/or selected northern hardwoods. White tape grip. Packed one dozen assorted models to carton, 6/33" and 6/34". Shipping wt. 23 pounds. Each \$3.30



300SP LOUISVILLE SLUGGER "MARS" OFFICIAL "SLOW-PITCH" SOFTBALL BAT. Turned from heavy weight hickory finished in ebony. White tape grip. (New maximum size—2 1/4" in diameter.) Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 30 pounds. Each \$3.30



100GS LOUISVILLE SLUGGER "GRAND SLAMMER" OFFICIAL SOFTBALL BAT. A model for the strong boys—long, large barrel with very abrupt taper to a short-length, medium-small handle—a design commonly called "the potato masher". Tan finish. Ash. White tape grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 28 pounds. Each \$3.30



75FT LOUISVILLE "FLAME TEMPERED" OFFICIAL SOFTBALL BAT. An assortment of the most widely-used softball models—with the ever-popular flame-tempered finish. Ash and/or hickory. Solid white tape grip. Each carton contains 6/33" and 6/34". Shipping wt. 23 pounds. Each \$3.00



56 It's a Louisville "TITANIC" OFFICIAL SOFTBALL BAT. Natural finish. Ash and/or selected northern hardwoods. White tape grip. Packed one dozen assorted models to carton, 33" and 34" lengths. Shipping wt. 23 pounds. Each \$2.60



54 It's a Louisville "JET POWER" OFFICIAL SOFTBALL BAT. Brown finish. Assorted models of ash and/or selected northern hardwoods. White tape grip. Packed one dozen to carton, 6/33" and 6/34". Shipping wt. 22 pounds. Each \$2.60

Look for the Famous



Oval Trademark

Louisville Slugger and H&B



54L It's a Louisville "SWATTER" OFFICIAL GIRLS' MODEL. Natural white finish. Ash, blue tape grip. Packed one dozen to carton, 33" length. Shipping wt. 18 pounds. Each \$2.60



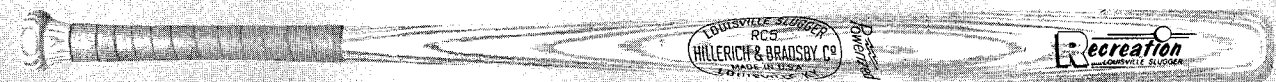
52H "RANGER" OFFICIAL SOFTBALL BAT. Ebony finish. Ash and/or selected northern hardwoods. Skip white tape grip. Packed one dozen assorted models to carton, 33" and 34" lengths. Shipping wt. 23 pounds. Each \$2.30



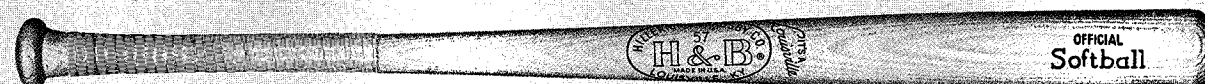
50 "WALLOPER" OFFICIAL SOFTBALL BAT. New finish — Natural Ashtone. Skip white tape grip. Packed one dozen assorted models to carton, 33" and 34" lengths. Shipping wt. 23 pounds. Each \$2.10

SCHOOL—RECREATION—PLAYGROUND BATS

These models were specially designed to fill the need for all-purpose bats in School, Recreation and Playground play.



RC5 LOUISVILLE SLUGGER OFFICIAL "RECREATION" BAT. Natural ash finish. Ash and/or selected northern hardwoods. Blue foil branding. White tape grip. Packed one dozen to the carton—one length to carton of the following: 28", 29", 30", 31" and 32". Shipping wt. 20 pounds. Each \$3.00



57 It's a Louisville "OFFICIAL SOFTBALL" BAT. Natural finish. Brown foil branding. White tape grip. Packed one dozen to carton, in solid lengths only (28", 30" and 32"). Shipping wt. 22 pounds. Each \$2.50



PL10 OFFICIAL PLAYGROUND BAT. Finished attractively in Blue with gold foil branding. White tape grip. Packed one dozen to the carton—one length to carton of any of the following: 27", 28", 29", 30", 31" and 32". Shipping wt. 20 pounds. Each \$2.30



BE H&B "CHAMPION" BAT. Light brown finish. Burned branding. Skip white tape grip. Packed one dozen to carton. Assorted lengths, 27" to 32". Shipping wt. 16 pounds. Each \$1.75



125K LITTLE LEAGUE autographed LOUISVILLE SLUGGERS. Small-size junior bat. Natural finish. Each bat contains the genuine autograph of one of these famous sluggers: Henry Aaron, Curt Flood, Mickey Mantle and Carl Yastrzemski. Each \$1.95

ONLY ONE TYPE OF PACKING AVAILABLE: All 27" length bats to the carton in an assortment of famous slugger autographs.

STANDARD PACKING: 12 BATS TO CARTON. SHIPPING WT. 16 POUNDS

In Softball as in Baseball



One Trademark stands Supreme

LOUISVILLE *Sluggo*

GOLF CLUBS

RETAIL PRICES HEREIN CONTAINED
ARE SUGGESTED PRICES ONLY AND
ARE NOT BINDING UPON ANY PERSON!

HILLERICH & BRADSBY CO. P. O. BOX 506, LOUISVILLE, KY. 40201

LOUISVILLE SLUGGER WOOD CLUBS — MEN'S STAINLESS STEEL SHAFT — BLACK FINISH

Model S100 (Leather Grip) • Model S100R (Rubber Grip)

| | Suggested Retail |
|---|---------------------|
| Available in Nos. 1,2,3,4,5 in any combination | |
| Set of 5 Model S100 or Model S100R (1,2,3,4,5) | \$170.00 |
| Set of 4 Model S100 or Model S100R (1,2,3,4 or 1,3,4,5) | 136.00 |
| Set of 3 Model S100 or Model S100R (1,2,3 or 1,3,4) | 102.00 |
| Individual Model S100 or Model S100R | 34.00 |

HEAD — Perma-Lustre Tufwood laminated wood in lustrous black finish with black, white and red Propellac face insert.

SHAFT — H&B's new exclusive stainless steel — standard flex.

GRIP — Model S100 — Red leather with black spiral and gold embossing. RIB GUIDE feature. Model S100R — H&B's exclusive CHEVRON rubber in black with white indentations and gold center line. RIB GUIDE feature.

LEFT-HAND — Available in Model S100R (Rubber Grip).

STIFF SHAFT (STANDARD LENGTH AND GRIP SIZE) — Available in Model S100R. Order by Model S100RS at no extra charge. RIGHT-HAND ONLY.

LOUISVILLE SLUGGER IRON CLUBS — MEN'S STAINLESS STEEL SHAFT — STAINLESS STEEL HEAD

Model S150 (Leather Grip) • Model S150R (Rubber Grip)

| | Suggested Retail |
|---|---------------------|
| Available in Nos. 2 thru 9, Pitching Wedge, Sand Wedge in any combination | |
| Set of 9 Model S150 or Model S150R (2,3,4,5,6,7,8,9,SW) | \$243.00 |
| Set of 8 Model S150 or Model S150R (2,3,4,5,6,7,8,9) | 216.00 |
| Individual Model S150 or Model S150R iron (2,3,4,5,6,7,8,9, Pitching Wedge, Sand Wedge) | 27.00 |

HEAD — Stainless steel, deep design, boxed toe, oval back. (Levelume plated carbon steel head used in left-hand model).

SHAFT — H&B's new exclusive stainless steel — standard flex.

GRIP — Model S150 — Red leather with black spiral and gold embossing. RIB GUIDE feature. Model S150R — H&B's exclusive CHEVRON rubber in black with white indentations and gold center line. RIB GUIDE feature.

LEFT-HAND — Available in Model S150R (Rubber Grip) except head is Levelume-plated carbon steel (not stainless).

STIFF SHAFT (Standard Length and Grip Size) — Available in Model S150R. Order by Model S150RS at no extra charge. RIGHT-HAND ONLY.

LOUISVILLE SLUGGER WOOD CLUBS — MEN'S LITE-STEEL CHROME SHAFT — BLACK FINISH

Model 90 (Leather Grip) RIGHT-HAND ONLY

| | Suggested Retail |
|--|---------------------|
| Available in Nos. 1,2,3,4,5 in any combination | |
| Set of 5 Model 90 (1,2,3,4,5) | \$150.00 |
| Set of 4 Model 90 (1,2,3,4 or 1,3,4,5) | 120.00 |
| Set of 3 Model 90 (1,2,3 or 1,3,4) | 90.00 |
| Individual Model 90 | 30.00 |

HEAD — Perma-Lustre Tufwood laminated wood in lustrous black finish with black, red and white Propellac face insert.

SHAFT — Dual-Action SUPER ATLAS Lite-Steel chrome — standard flex.

GRIP — Red leather with black spiral and gold embossing.

STIFF SHAFT (LONGER SHAFT AND OVERSIZE GRIP) — Model 90 available in 44" length, stiff SUPER ATLAS Lite-Steel chrome shaft. Leather grip only slightly larger than standard size. Order it by Model 9040, no extra charge. RIGHT-HAND OR LEFT-HAND.

LOUISVILLE SLUGGER IRON CLUBS — MEN'S LITE-STEEL CHROME SHAFT

Model 95 (Leather Grip) RIGHT-HAND ONLY

| | Suggested Retail |
|---|---------------------|
| Available in Nos. 1 thru 9, Pitching Wedge, Sand Wedge in any combination | |
| Set of 9 Model 95 (2,3,4,5,6,7,8,9,SW) | \$198.00 |
| Set of 8 Model 95 (2,3,4,5,6,7,8,9) | 176.00 |
| Individual Model 95 (2,3,4,5,6,7,8,9, Pitching Wedge, Sand Wedge) | 22.00 |

HEAD — Levelume-plated, deep design, boxed toe, oval back.

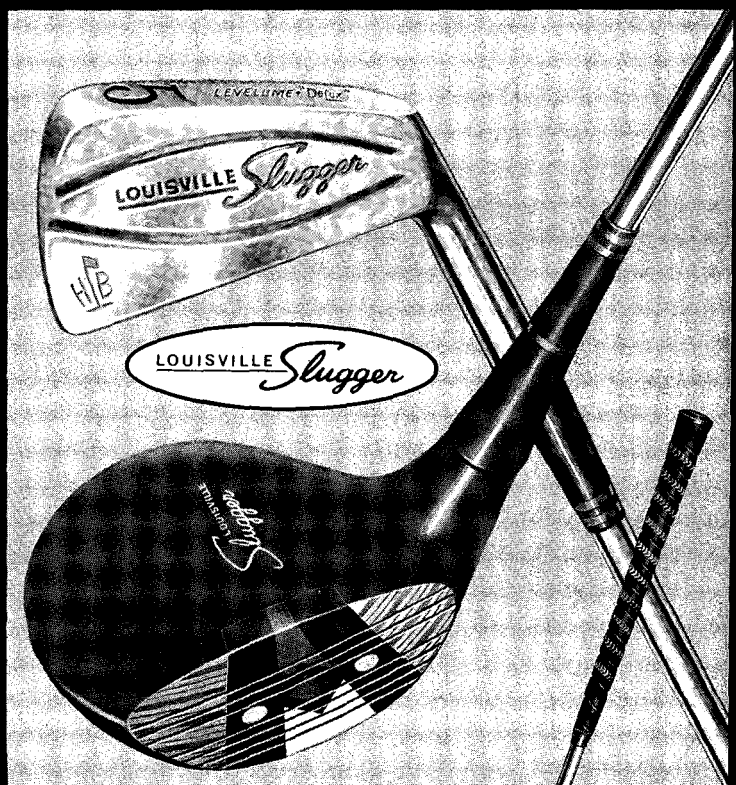
SHAFT — Dual-Action SUPER ATLAS Lite-Steel chrome steel — standard flex.

GRIP — Red leather with black spiral and gold embossing.

STIFF SHAFT (longer shaft and oversize grip) Model 95 available in 39½" length with stiff SUPER ATLAS Lite-Steel chrome shaft. Leather grip only. Slightly larger than standard size. Order it by Model 95L, no extra charge. RIGHT-HAND OR LEFT-HAND.



NOTE: Stainless Steel Shafted Clubs will be shipped
when Stainless Steel Shafts become available.



WOOD and IRON CLUBS — MEN'S and LADIES'

FRANK BEARD ALUMINA-FLITE WOOD CLUBS — MEN'S

Model FB-A9R (Rubber Grip)

Available in Nos. 1,2,3,4,5 in any combination

| | Suggested Retail |
|--|---------------------|
| Set of 5 Model FB-A9R (1,2,3,4,5) | \$120.00 |
| Set of 4 Model FB-A9R (1,2,3,4 or 1,3,4,5) | 96.00 |
| Set of 3 Model FB-A9R (1,2,3 or 1,3,5) | 72.00 |
| Individual Model FB-A9R | 24.00 |

HEAD — Laminated Tufwood in rich burgundy finish. Natural face, black and white PROPELLAC insert.

SHAFT — H&B's specially designed ALUMINA-FLITE aluminum (standard flex).

GRIP — Black Chevron rubber, gold indentations, gold center line. RIB GUIDE feature.

RIGHT- and LEFT-HAND (PERSIMMON HEAD ONLY IN LEFT-HAND.)

FRANK BEARD ALUMINA-FLITE IRON CLUBS — MEN'S

Model FB-A69R (Rubber Grip)

Available in Nos. 2 through 9, PW, SW, PUTTER in any combination.

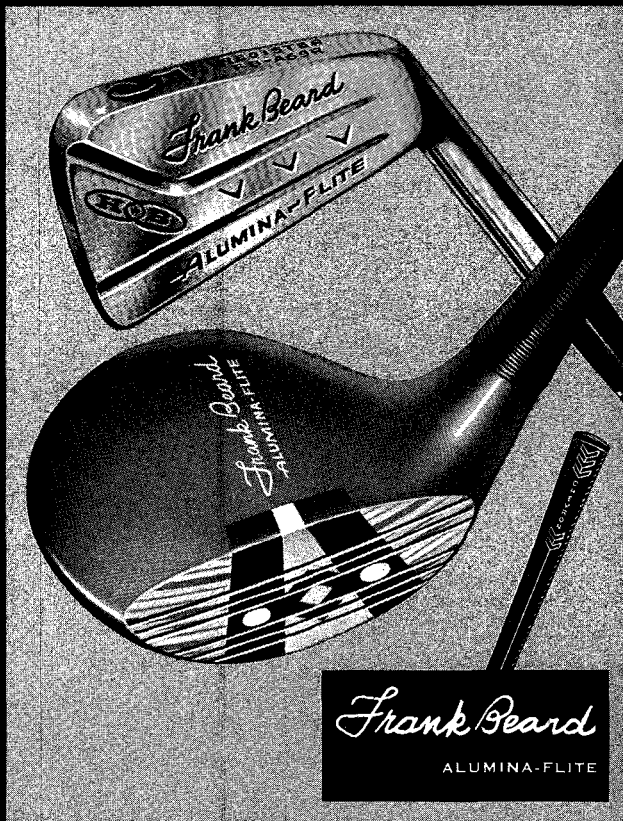
| | Suggested Retail |
|--|---------------------|
| Set of 9 Model FB-A69R (2,3,4,5,6,7,8,9, Putter) | \$159.30 |
| Set of 8 Model FB-A69R (2,3,4,5,6,7,8,9) | 141.60 |
| Set of 5 Model FB-A69R (3,5,7,9, Putter) | 88.50 |
| Individual Model FB-A69R (2,3,4,5,6,7,8,9, Putter, SW, PW) | 17.70 |

HEAD — Levelume-plated carbon steel with flange back.

SHAFT — H&B's specially designed ALUMINA-FLITE aluminum (standard flex).

GRIP — Black Chevron rubber, gold indentations, gold center line. RIB GUIDE feature.

RIGHT- and LEFT-HAND.



SANDRA PALMER ALUMINA-FLITE WOODS — LADIES'

Ladies' Model 60R (Rubber Grip) RIGHT-HAND ONLY

Available in Nos. 1,2,3,4,5 in any combination.

| | Suggested Retail |
|---|---------------------|
| Set of 5 Model 60R (1,2,3,4,5) | \$120.00 |
| Set of 4 Model 60R (1,2,3,4 or 1,3,4,5) | 96.00 |
| Set of 3 Model 60R (1,2,3 or 1,3,4) | 72.00 |
| Individual Model 60R | 24.00 |

HEAD — Perma-Lustre Tufwood laminated wood in dark blue finish with blue, white and red Propellac face insert.

SHAFT — Ladies' flex ALUMINA-FLITE aluminum.

GRIP — H&B's exclusive Chevron black rubber with blue paint and gold center stripe. RIB-GUIDE feature.

SANDRA PALMER ALUMINA-FLITE IRONS — LADIES'

Ladies' Model 65R (Rubber Grip) RIGHT-HAND ONLY

Available in Nos. 2 thru 9, Pitching Wedge, Sand Wedge and Putter in any combination.

| | Suggested Retail |
|--|---------------------|
| Set of 9 Model 65R (2,3,4,5,6,7,8,9, Putter) | \$159.30 |
| Set of 8 Model 65R (2,3,4,5,6,7,8,9) | 141.60 |
| Set of 5 Model 65R (3,5,7,9, Putter) | 88.50 |
| Individual Model 65R Clubs (2,3,4,5,6,7,8,9, Pitching Wedge, Sand Wedge, Putter) | 17.70 |

HEAD — Levelume-plated carbon steel with flange back.

SHAFT — Ladies' flex ALUMINA-FLITE aluminum.

GRIP — H&B's exclusive Chevron black rubber with blue paint and gold center stripe. RIB GUIDE feature.



WOOD and IRON CLUBS — MEN'S and LADIES'

MILLER BARBER LOUISVILLE WOODS — MEN'S

Model 70R (Rubber Grip) RIGHT- and LEFT-HAND

Available in Nos. 1,2,3,4,5 in any combination.

| | Suggested Retail |
|---|---------------------|
| Set of 5 Model 70R (1,2,3,4,5) | \$75.00 |
| Set of 4 Model 70R (1,2,3,4 or 1,3,4,5) | 60.00 |
| Set of 3 Model 70R (1,2,3 or 1,3,4) | 45.00 |
| Individual Model 70R | 15.00 |

HEAD — Laminated wood in rich walnut finish. Black and red PROPELLAC face insert.

SHAFT — Mars chrome — standard flex.

GRIP — Rubber GRIPMASTER brown with gold trim. RIB GUIDE feature.

MILLER BARBER LOUISVILLE IRONS — MEN'S

Model 75R (Rubber Grip) RIGHT- and LEFT-HAND

Available in Nos. 2 thru 9, Pitching Wedge, Sand Wedge and Putter in any combination

| | Suggested Retail |
|--|---------------------|
| Set of 9 Model 75R (2,3,4,5,6,7,8,9, Putter) | \$90.00 |
| Set of 8 Model 75R (2,3,4,5,6,7,8,9) | 80.00 |
| Set of 5 Model 75R (3,5,7,9, Putter) | 50.00 |
| Individual Model 75R | 10.00 |

(2,3,4,5,6,7,8,9, Pitching Wedge, Sand Wedge, Putter)

HEAD — Levelume-plated carbon steel. Flange back.

SHAFT — Mars chrome — standard flex.

GRIP — Rubber GRIPMASTER brown with gold trim. RIB GUIDE feature.

MILLER BARBER LOUISVILLE STARTER SET

A basic set of MILLER BARBER LOUISVILLE GOLF CLUBS consisting of Numbers 1 and 3 woods (70R) and Numbers 3,5,7,9 irons, Putter (75R) described above.

| | Suggested Retail |
|--------------------------------------|---------------------|
| 7MBLR (GOLF PRIDE Rubber Grip) | \$80.00 |

Also available in LEFT-HAND.

GLORIA EHRET LOUISVILLE WOODS

Ladies' Model 50R (Rubber Grip) RIGHT- and LEFT-HAND

Available in Nos. 1,2,3,4,5 in any combination.

| | Suggested Retail |
|---|---------------------|
| Set of 5 Model 50R (1,2,3,4,5) | \$75.00 |
| Set of 4 Model 50R (1,2,3,4 or 1,3,4,5) | 60.00 |
| Set of 3 Model 50R (1,2,3 or 1,3,4) | 45.00 |
| Individual Model 50R | 15.00 |

HEAD — Laminated wood in blue finish. Blue and white PROPELLAC face insert.

SHAFT — Ladies' flex Mars chrome.

GRIP — Rubber GRIPMASTER black with blue trim. RIB GUIDE feature.

GLORIA EHRET LOUISVILLE IRONS

Ladies' Model 55R (Rubber Grip) RIGHT- and LEFT-HAND

Available in Nos. 2 thru 9, Sand Wedge, Putter in any combination

| | Suggested Retail |
|--|---------------------|
| Set of 9 Model 55R (2,3,4,5,6,7,8,9, Putter) | \$90.00 |
| Set of 8 Model 55R (2,3,4,5,6,7,8,9) | 80.00 |
| Set of 5 Model 55R (3,5,7,9, Putter) | 50.00 |
| Individual Model 55R (2,3,4,5,6,7,8,9, Sand Wedge, Putter) | 10.00 |

HEAD — Levelume-plated carbon steel. Flange back.

SHAFT — Ladies' flex Mars chrome.

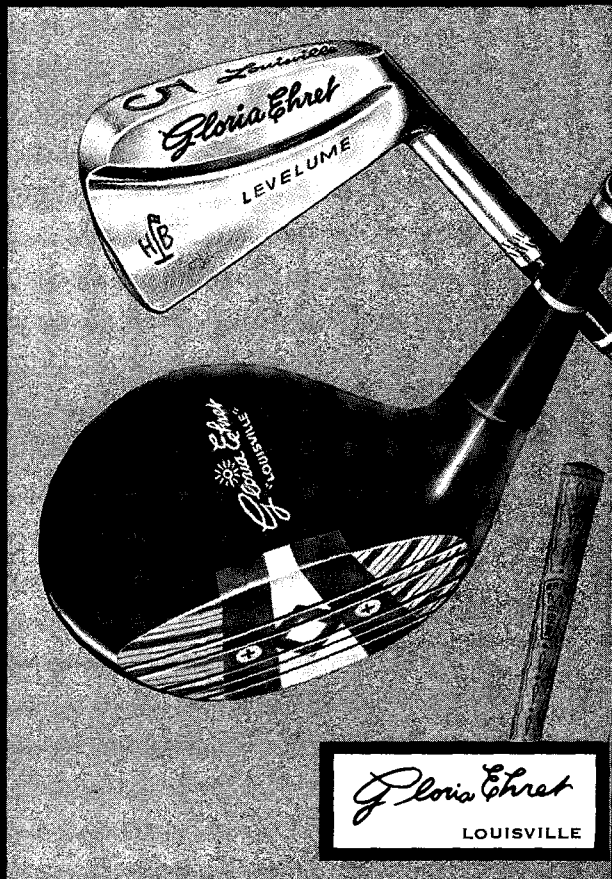
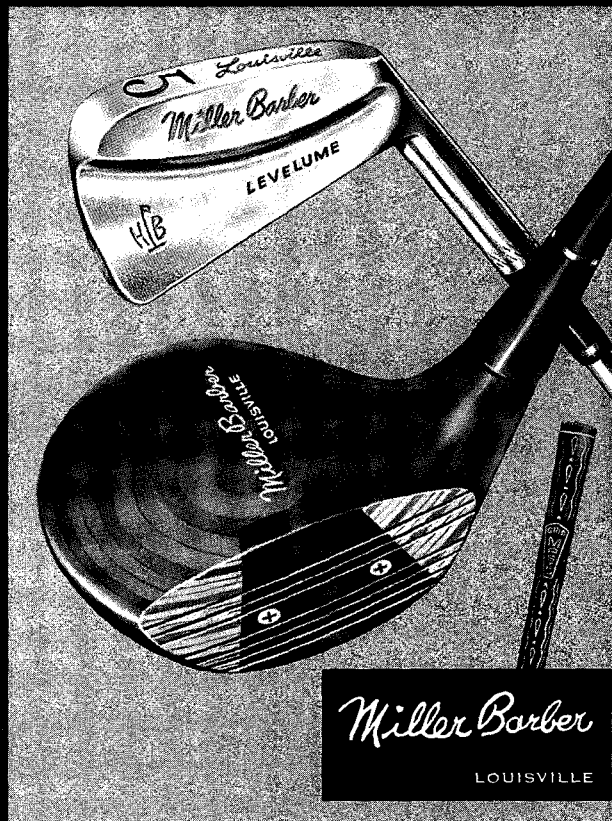
GRIP — Rubber GRIPMASTER black with blue trim. RIB GUIDE feature.

GLORIA EHRET LOUISVILLE STARTER SET

A basic set of GLORIA EHRET LOUISVILLE GOLF CLUBS consisting of Numbers 1 and 3 woods (50R) and Numbers 3,5,7,9 irons, putter (55R) described above.

| | Suggested Retail |
|-------------------------|---------------------|
| 7GE (Rubber Grip) | \$80.00 |

Also available in LEFT-HAND.





JUNIOR LOUISVILLE SLUGGERS

JUNIOR LOUISVILLE SLUGGER Golf Clubs are of H & B quality throughout and are sturdily constructed by the same craftsmen who make the higher priced models. They are not toys but are especially designed to meet the particular requirements of young golfers. These clubs offer every advantage of the finest matched sets. **RIGHT-HAND ONLY.**

| | Suggested Retail |
|--|---------------------|
| SET OF 3 JUNIOR WOODS (Model J68R) | |
| (No. 1 Wood 39", No. 2 Wood 38½", No. 3 Wood 38") | |
| Individual JUNIOR WOOD clubs | \$39.00 |
| Individual JUNIOR WOOD clubs | 13.00 |

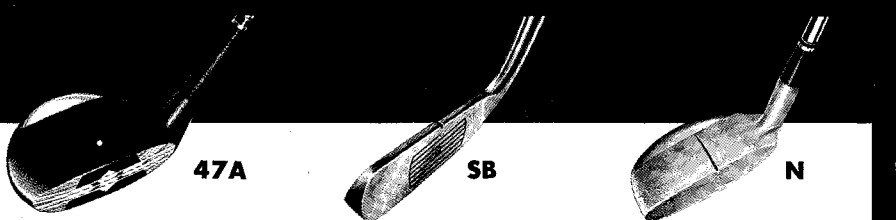
Woods feature genuine persimmon heads of medium size and depth. Attractive black finish with red and black Propellac key-stone face insert. Specially designed junior shaft with red GRIPMASTER rubber RIB GUIDE grip.

| | |
|--|---------|
| SET OF 5 JUNIOR IRONS (Model J68OR) | |
| (3-35"; 5-34"; 7-33"; 9-32½"; Putter-31½") | \$45.00 |
| Individual JUNIOR IRON clubs | 9.00 |

Irons feature heads forged from carbon steel with Pyramid Flange back and LEVELUME chrome plating. Specially designed Junior shaft with red GRIPMASTER rubber RIB GUIDE grip.

| | |
|------------------------------|---------|
| SPECIAL JUNIOR OUTFIT | \$48.00 |
|------------------------------|---------|

This four-club—plus bag—special Louisville Slugger junior outfit is ideal for the young. Consists of a No. 2 wood, Nos. 3 and 5 irons, and putter in a tough canvas, ribbed bag. No other combination of junior clubs is available in this outfit at this special price.



SPECIAL PUTTERS

Special putters equipped with quality chrome-plated shafts except as noted.

| | Suggested Retail |
|--|---------------------|
| MODEL 47A "PERSONAL MODEL" | \$25.00 |
| (With attractive Putter Head Cover.) | |
| Laminated Tufwood black finished head with black and white Propellac face insert. Brass back. Rubber grip. Right-hand. | |

| | |
|--|---------|
| MODEL SB "BLUEGRASS" | \$22.00 |
| Stainless steel blade head. Modern design back. Rubber grip. Right-hand. | |

| | |
|---|---------|
| MODEL N "NO CHOKE" | \$22.00 |
| Aluminum mallet-type head. Brass back. Rubber grip. Right-hand. | |

| | |
|--|---------|
| MODEL AM "APOLLO" | \$13.00 |
| Brass head. Shallow but thick. Two way blade. Rubber grip. Right or left hand. | |

NEW—ESPECIALLY FOR THE LADIES

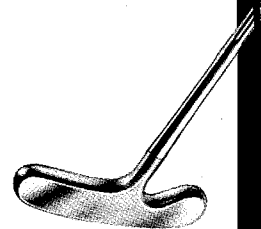
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| MODEL VL "VENUS" | \$13.00 |
| Same style as MODEL AM (above) but in ladies' length (33½"). Attractive Ladies' Powder Blue Rubber Grip. | |

| | |
|---|---------|
| MODEL 271 "THE IMPOSSIBLE" | \$13.50 |
| Named for Bobby Nichols' incredible PGA Championship performance and winning score of 271. Bronze head, double flange back. Brown and gold perforated calfskin spiral grip, flat top. Right-hand. | |

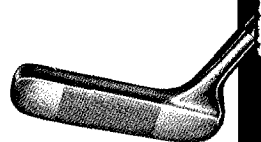
| | |
|---|---------|
| MODEL C "EQUALIZER" | \$13.50 |
| Brass head—shallow, thick, two-way "rocker" blade. Right- or left-hand. Rubber Golf Pride grip. | |

| | |
|--|---------|
| MODEL H "STINGER" | \$13.50 |
| Steel head with LEVELUME nickel chrome-plating. Shallow thick blade—wide top edge and very wide flange sole; gooseneck. Leather RIB GUIDE grip, perforated with spiral grooving—flat on top. Right-hand. | |

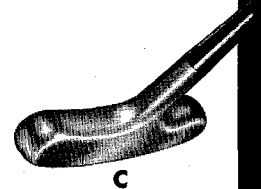
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|--|---------|
| MODEL BH "GOPHER" | \$12.00 |
| Forged steel head Levelume-plated. Shallow thick blade—wide top edge, very wide flange sole; gooseneck. New bamboo shaft. Line-Rite black and white square rubber grip. Right-hand only. | |



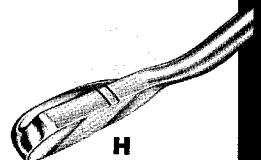
AM & VL



271



C



H



BH

Pin the tail on North America. (We go there.)

Pick a spot. Any spot. If it's in North America, chances are Universal flies there. Whether it's New York, Miami, Dallas, Mexico, Hawaii, or Las Vegas.

All we need is an airstrip big enough to land one of our DC-8 super-jets and we can pick up your group in way-out places like Willow Run and deliver them in way-in places like Alcapulco. On time, on the schedule you specify!

And, of course, at savings your group

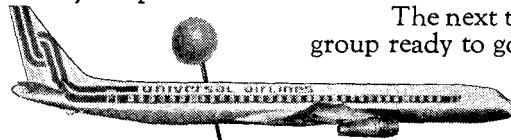
could never get from the well-known airlines. So they can spend their extra money when they get where they're going. Instead of just on getting there.

What else will your group get besides door-to-door service?

The best of the jet age—attractive cabin decor—elegant food service—charming, professionally trained stewardesses.

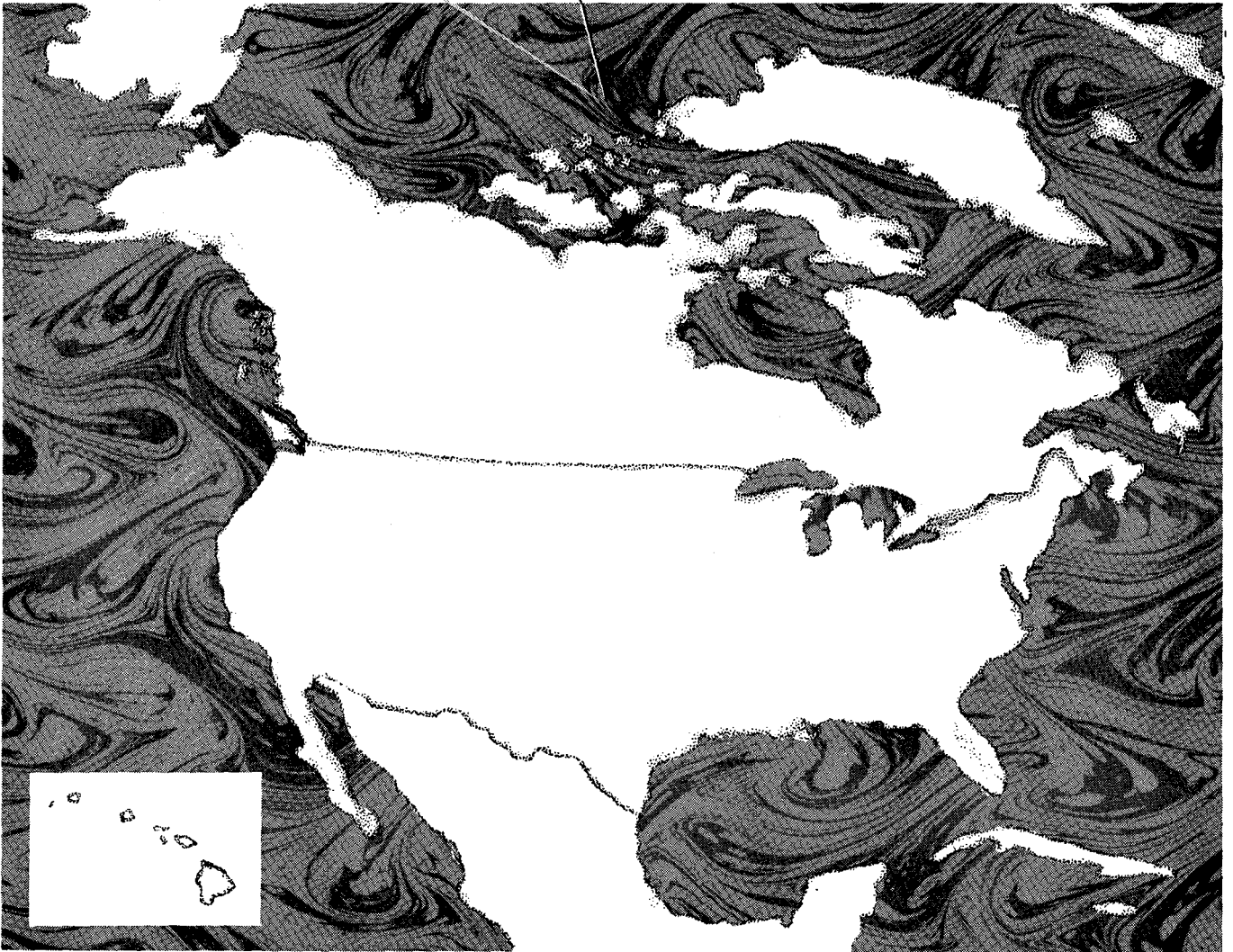
The next time you have a charter group ready to go, call Universal.

It's like having an airline of your own.



universal airlines

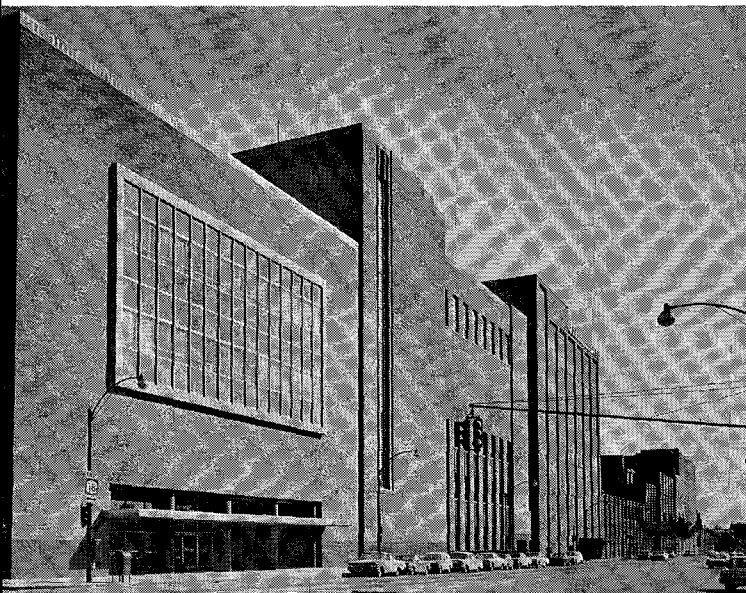
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Helms Award Top Winner

Kodak Park's Program



This building houses the recreation center used by the Kodak Park Division for its many activities. At the right is a view of the gymnasium which is used for everything from sports events to jogging to roller skating.

What we do in our working hours
determines what we have in this
world. What we do in our leisure
hours determines what we are.

— George Eastman

Eastman Kodak Company's employee recreation program at the Kodak Park division has been judged the best in the nation.

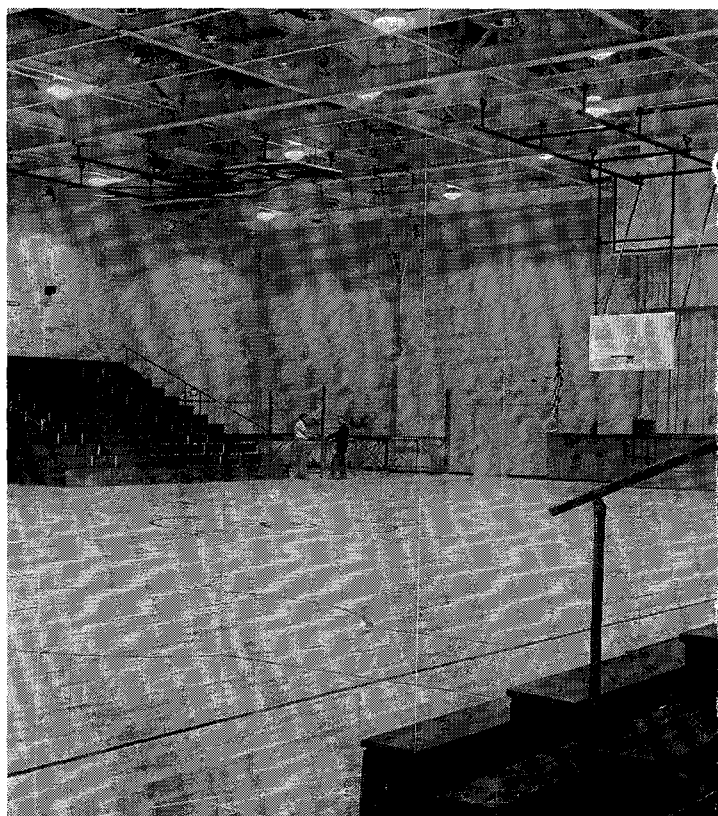
The Kodak Park Athletic Association (KPAA) has won the National Industrial Recreation Association Achievement Award sponsored by the Helms Athletic Foundation. The foundation, which has made the annual achievement award since 1958, sponsors numerous amateur athletics awards.

KPAA offers diverse activities, ranging from a rose and garden club and folk dancing to physical fitness and softball. More than 95 percent of the 28,000 employees at Kodak Park, and some 4,600 retirees, take advantage of this opportunity for the \$1.00 annual membership bargain.

A key to the program's success has been the scope of activities offered. Says KPAA executive secretary, C. James Moyer, "Many companies have bigger picnics or better golf leagues than we do, but few can offer as many different activities.

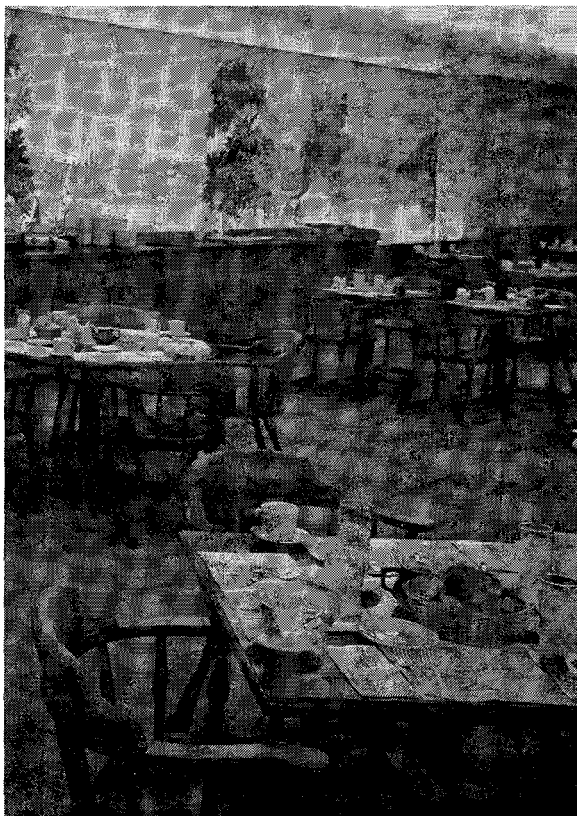
"We are concerned with providing programs that people want," Moyer continues. "Some programs, such as the radio model airplane club, have as few as 25 participants; bowling, on the other hand, attracts more than 2,700."

Another reason for KPAA's success is its flexibility. The





Bowling is big at Kodak. This modern, pleasant facility is heavily used. At the left below is shown a "natural" at Kodak, a session of the camera club. At right is a portion of the Service Dining Room at the Recreation Center.



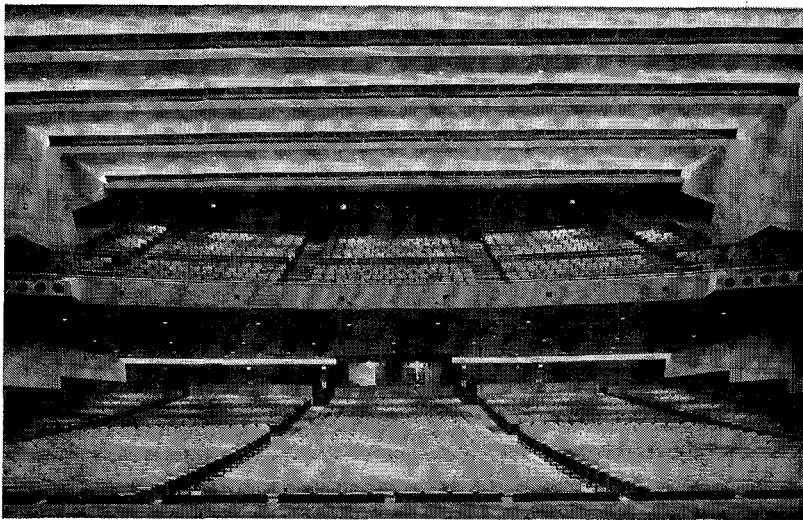
100 ft. by 105 ft. gymnasium, for example, is used for basketball, volleyball, tennis, noon-time jogging, fly casting, roller skating, and dancing. Horseshoe courts may be here today, somewhere else tomorrow as the company expands its facilities.

Founded in 1910, KPAA is one of the oldest employee recreation programs in the United States, and one of four that Kodak sponsors in Rochester. Many years ago, Kodak's founder George Eastman, reasoned: "What we do in our working hours determines what we have in this world. What we do in our leisure hours determines what we are."

Moyer is fond of citing that quotation. He also believes that a recreation program is a competitive advantage in recruiting and retaining employees. A



Jim Moyer is shown proudly holding the coveted Helms Award.



board member of the National Industrial Recreation Association, Moyer notes that colleges are starting to offer a major in industrial recreation and

The 2,200 seat auditorium looks like this from the stage.

This is the relaxed atmosphere of the reception area of the Recreation Center.



more and more companies are beginning elaborate programs for their employees.

It won't be easy to match the program at Kodak Park, however. It features more than 30 different activities, with facilities for most located in a special building, the Kodak Recreation Center, built and maintained primarily for Kodak people and their families. The center contains more than seven acres of floor space, including a 2,200-seat auditorium, 20 bowling lanes, a billiard room with 17 tables, and a retired members club. In addition, the employees camera club, separate from the KPAA, maintains 40 dark rooms there with equipment for developing film and making and enlarging prints.

Out of the building, KPAA has nine softball fields, 10 tennis courts, an 18-hole putting green, and about 30 horseshoe courts. ■

ITT Timberland Parks Are Sportsman's Paradise

In the Great Northwest over the past few years, several of the owners of large tree farms — used to grow timber for the construction industry and for production of chemical cellulose — have been opening their vast lands to hunters and fishermen.

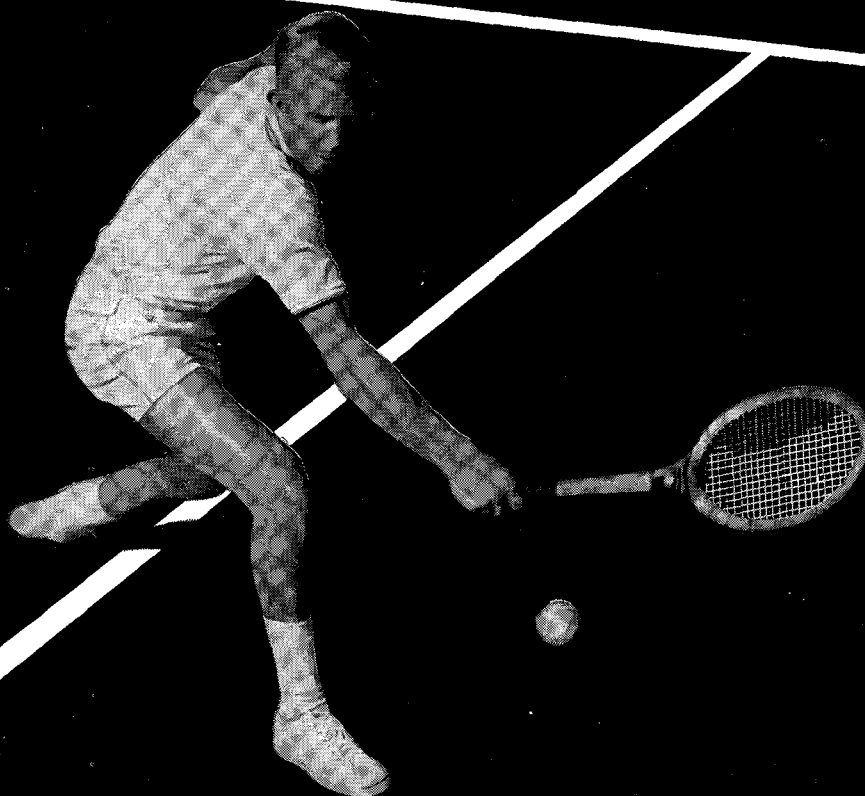
International Telephone and Telegraph Rayonier — one of the world's leading producers of cellulose — has 350,000 acres of tree farms in Washington. While loggers cut selected areas of matured trees to be processed into cellulose, the rest of this vast, game-rich forest grows. It is a sportsman's paradise, noted for bear, elk and deer.

Years ago management realized it could provide a major service to the public just by sharing the company's biggest resource: land. Accordingly, it designed two public park areas on its own property — Promised Land Park and Tumbling Rapids Park.

Although both parks provide facilities such as wading beaches, picnic areas and fishing, the main attraction for sportsmen is hunting, particularly since the federal government prohibits hunting in nearby Olympic National Park a million-acre wilderness preserve.

ITT Rayonier allows all of its tree farms to be used by hunters during the legal season, closing off only those parts involved in logging operations. The company provides sportsmen with up-to-date information on location of restricted areas. ■

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NIRA'S 1969 ROLL CALL OF CHAMPIONS

R/M is pleased to pay tribute to the Industrial Employee, to whose benefit all of our nationwide recreation programs are directed.

During 1969 thousands of employees participated in industrial competition in every sport imaginable. The names of the champions that appear on the following pages are just a token representation of the countless company winners in individual and team activity.

NIRA's successful 1969 national tournament program involved over 20,000 different individuals, though not all won or even came close. Every participant enjoyed the opportunity to test his mettle on the friendly field of recreation competition.

Recreation Management pays tribute to every employee of its member companies who participated in his or her company program during 1969. We especially salute those of you who competed in NIRA's National Tournament and were — the Winners!

Helms Award Winners

Eastman Kodak Co., Kodak Park Athletic Association, Rochester, N.Y., was judged as the company conducting the nation's most outstanding, year-round, employees recreation program. A story about this outstanding recreation program appears in this issue. The announcement and presentation of the Helms Trophy was made at NIRA's 28th Annual Conference in St. Louis.

The other Helms Award winners, classified by number of employees are: Flick-Reedy Corp., Bensenville, Ill. (Less than 1,000 employees.) Salt River Project, The PERA Club Phoenix, Ariz. (1,001 to 5000 employees.) Eli Lilly Co., Indianapolis, Ind. (5,001 to 10,000 employees.)

Eastman Kodak Co., the overall winner, has over 10,000 employees.

CERTIFICATE OF EXCELLENCE AWARDS

Also announced at the St. Louis Conference, were the names of the winners of the NIRA "Certificate of Excellence." These certificates are awarded to a company in recognition of its exceptional program in a specific activity.

Taking the honors are:

Bowling—Raytheon Co., Andover, Mass.

Golf—Cessna Aircraft Co., Wichita, Kan.

Softball/Baseball—McDonnell Douglas Corp., St. Louis, Mo.

Basketball—Lockheed Employees Recreation Assn., Sunnyvale, Calif.

Fitness—Raytheon Co., Andover, Mass.

Women's Activities—Ford Motor Co., Dearborn, Mich.

Cultural Music Activities—Ford Motor Co., Dearborn, Mich.

Sportsman's Clubs (Rod-Gun-Bow)—Scovill Mfg. Co., Waterbury, Conn.

Social Activities—Lockheed Employees Recreation Assoc., Sunnyvale, Calif.

Retiree Activities—North American Rockwell Corp., El Segundo, Calif.

Industrial Sportsman Of The Year

Highlighting the 1969 Roll Call of Champions is this special tribute to Al Oerter, Grumman Aircraft Engineering Corp., Bethpage, N. Y., who has been named Industrial Sportsman of the Year. Oerter, a Computer Analyst, has won an unprecedented four straight Olympic medals in discus competition in addition to capably performing the duties of his highly responsible job. A com-

plete story about Al Oerter's Olympic wins, business and personal accomplishments is on page 46 of this issue.

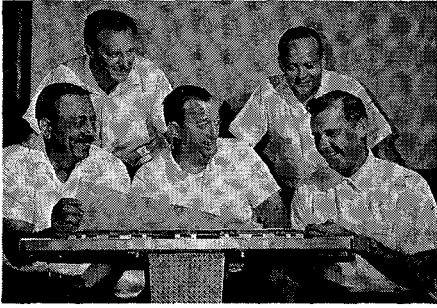


Special award from personnel at Grumman Aircraft is presented to Al Oerter by James Conners, Computing Systems Director.

Bowling

On two consecutive weekends (April 26-28 and May 2-4), industry's top men and women bowlers met at C'Ville Lanes in Crawfordsville, Ind., to compete in NIRA's 22nd National Industrial Bowling Championships. There were 76 team entries in the men's division and 16 in the women's division.

Top prize money of \$500 in the men's division went to Eli Lilly's #1 Team, Indianapolis, Ind., which finished with a 4071 pin total. Inland Mfg. Div. GMC, Dayton, Ohio, came in a close second with a score of 4068 and captured \$250 in prize money, Delco-



The five men from Eli Lilly and Co. who formed the winning team in NIRA's 22nd Annual Bowling Tournament are (l. to r.) Edward Lloyd, Jr., Murlin E. Townsend, Harry K. Nelis, Rexford E. Knight and Robert E. Berry.

Remy, Anderson, Ind., took third place with 4060 and received \$135.

Seven other men's teams finished in the money. They were: Avco #1—4054; Corning Glass Works—3999; Phillips 66—3993; Ross Tech (Ross Laboratories — 3984; Allison — 3920; Raybestos-Manhattan—3909; NCR #1—3891; and Ross Laboratories (Computer Operations)—3883.

Fred Eddy, Cummings Engine, Columbus, Ind., took high series with a score of 845 and Pat O'Brien, Olin Mathieson, East Alton, Ill., came in with a 248 to win individual high game.

There were 138 entries in the singles division, Terry Weber, Avco Electronics, Cincinnati, Ohio, took the individual high series in the men's division with a 740, winning \$100 in prize money. Second place money went to G. Riber, Inland Mfg., for his 693 series.

Illinois Agriculture Association's #1 Team, Bloomington, Ill., captured first place in the women's division with a

score of 3749 and went home with \$120 in prize money. The Rockville Rockettes, RCA Rockville plant in Indianapolis, Ind., came in second with a 3672, Texas Instruments #2 Team, Versailles, Ky., followed with a 3670 score. Fourth place money went to the women's team from Bryant Mfg. Co.

Kitty Honaker, wife of Howard Honaker of Faultless Rubber, Akron, Ohio, rolled a 619 to take first place in the women's singles. She was followed by Marcella Lucky, Bryant Mfg. Co., with a 591.

Bridge

Alan Blachman and Warren Rosner, Dept. of Army Welfare Fund, Washington, D.C., were first place winners in the 1969 NIRA National Bridge Tournament. The pair edged out former tournament champs, Mr. & Mrs. J. Dryer of North American Rockwell, Autonetics Division, Anaheim, Calif., with a 73.3% game.

The first place winners, Blachman and Rosner, each received an all-expense 15-day Hawaiian Jubilee vacation, as guests of Continental Travel, Ltd., plus a \$50 expense allowance. In addition, Karl Edler, Director of Recreation at the Dept. of Army Welfare Fund, presented each of the men with a four-piece Paul Revere silver-plated coffee set by Oneida Silversmiths.

The Dryer's award, as runners-up, was a one week stay at the Hilton Hotel of their choice, at the domestic location of their choice. They also received a 20 in. silver-plated serving tray.

Mr. & Mrs. M. E. Weldy, Buick Motors Division, General Motors, Corp., Flint, Mich., won third place honors in the tournament. Their award was a 12 in. portable Motorola "Cadet" TV set. Fourth place went to R. K. Jacobson and A. F. Johnson, McDonnell-Douglas Aeronautics Co., Huntington Beach, Calif.; each received a set of 48 cocktail glasses.

Following is a list of the other winners, presented by regions:

Region 1—Mr. & Mrs. Donald Keck, Corning Glass Works, Corning, N.Y.

Region 4—Mrs. C. G. Bramlett and Mrs. R. Earl James, West Point Pepperell Co., West Point, Ga.

Region 5—Mr. & Mrs. B. R. Spink, A. C. Electronics Div., GMC., Milwaukee Wis.

Region 6—C. I. Taverner and A. D. Graham, Phillips Petroleum Co., Bar-

tlesville, Okla.

Region 8—T. L. Peel and Mrs. W. J. Timmons, General Motors of Canada, Oshawa, Ont.

R. Fred Canaday, General Motors Corp., chairman of the bridge tournament, reported that 2,060 players from 52 companies participated. Buick had the largest game in the tournament, with a total of 35-1/2 tables. Final winner in each region was determined by percentage scores of the two top pairs, with the national winner being determined as the top pair in all eight regions by Vincent O. Remy, nationally known bridge expert.

All regional winners, as well as national, received engraved silver-plated trophies.

The bridge tournament was co-sponsored by NIRA and Continental Travel, Ltd., of Boston, Mass. The fourth place prize was contributed by Owens-Illinois, Toledo, Ohio.

Golf

The talented, well-balanced, veteran "TRW" golf team of Cleveland, Ohio, 1968 National Industrial Champions, added their fourth national title at Purdue University, August 17th, with a 36-hole, 4-man team score of 623.



National golf championship team, Class A, TRW. Left to right, front row: NIRA president, A. Murray Dick; TRW recreation director and team manager, Hank Sopka; team captain and 1968 medalist, Joe Golob. Back row: Mike Distransky, Ted Betley and Mike Such.

Last year the same TRW quartet fashioned a record 612 total and this year slipped to 623 which is still eight strokes better than Goodyear Tire & Rubber Company's 631. Wright Patter-

continued on page 22



This is the winning team which captured first place in NIRA's first National Industrial Women's Bowling Championship. Seated (left to right): Pat Link, Louise Moore and Judy Young (captain); standing: Kathryn Otto and Marilyn Taylor. They are from the IAA Recreation Association, Bloomington, Ill.

son AFB was third with a 634.

A total of 328 crack industrial golfers from ten States and Canada competed in this year's 24th Annual Classic. The Lafayette, Indiana, Chamber of Commerce trophy for the team traveling furthest went to the United Airlines Mainliner team from San Francisco.

Larry Deal's Inland Mfg. Co., GMC, Dayton, Ohio, finally cracked the winner's circle in the "B" Division with a 656 total, which was eleven strokes better than the WABC Construction Equipment team of Peoria, Ill. Dayton Power & Light Co. and Motorola of Franklin Park, Ill., tied for third at 668.

Twenty-six year old Jim Raden, B. F. Goodrich Co., Akron, Ohio, market analyst, replaced TRW's Joe Golob as medalist with a 146 total on rounds of 74-72. In the "B" flight Bill Hayes, Motorola Co., Franklin Park, Ill., playing in the last threesome came in with a 75 to go with Saturday's 79 for the 154 winning total.

The "Par" Magazine trophy for the closest to the pin on No. 9 South went to Goodyear's youthful Bill Baker who ended up 3 ft. 6 in. from the pin.

The "House of golf" hole-in-one contest was won by Inland Mfg. Co.'s Harold Harmony who guessed his 36-hole

tally correctly at 155.

The management tournament attracted twenty-six directors and coaches, with Jack Thomas of Dayton Power & Light Co. winning with 81 actual, less 16 handicap, for a 65 total on the Battle Ground Golf Course. Lou Tait, Dominion Foundries & Steel Co., Hamilton, Ont., Canada, and Vince Lauderman, Champion Paper, Hamilton, Ohio, were runners-up.

The top finishers in each category were:

| Class "A" Teams | Score |
|-------------------------------------|-------------|
| TRW, Ind., Cleveland, O. | 311-312-623 |
| Goodyear Tire & Rubber, Akron, O. | 313-318-631 |
| Wright-Patterson AFB #1, Dayton, O. | 316-318-634 |
| Eli Lilly #1, Indianapolis, Ind. | 324-312-636 |
| Mosler Safe Co. #1, Hamilton, O. | 325-324-649 |

| Class "A" Medalists | Score |
|---|-----------|
| Jim Raden, B. F. Goodrich Co., Akron, O. | 74-72-146 |
| Jim Fromuth, Eli Lilly Co., Indianapolis, Ind. | 78-73-151 |
| Joe Ferguson, Wright-Patterson AFB, Dayton, O. | 77-74-151 |
| Joe Urso, Mosler Safe Co., Hamilton, O. | 76-75-151 |
| Mearl Ashton, Goodyear Tire & Rubber, Akron, O. | 76-76-152 |

| Class "B" Teams | Score |
|---|-------------|
| Inland Div., GMC #1, Dayton, O. | 325-331-656 |
| WABC-Construction #1, Peoria, Ill. | 327-340-667 |
| Dayton Power & Light #2, Dayton, O. | 330-338-668 |
| Motorola, Inc., #1, Franklin Park, Ill. | 336-332-668 |
| Ill. Agriculture Assn., Bloomington, Ill. | 334-340-674 |

| Class "B" Medalists | Score |
|---|-----------|
| Bill Hayes, Motorola, Inc., Franklin Park, Ill. | 79-75-154 |

| | |
|---|-----------|
| Cecil New, Mosler Safe Co., Hamilton, O. | 77-80-157 |
| Bob Gibson, WABC Const., Peoria, Ill. | 80-81-161 |
| Robert Johnson, Champion Papers, Hamilton, O. | 78-83-161 |
| Don Pobst, McCall Printing, Dayton, O. | 81-80-161 |
| Ed Krol, Wyman-Gordon Co., Harvey, Ill. | 84-77-161 |

Management
 Jack Thomas, Dayton Power & Light Co., Dayton, O.
 Lou Tait, Dominion Foundries & Steel, Hamilton, Ont.
 Vince Lauderman, Champion Papers, Hamilton, O.
 Mike Mitchell, Lennox Industries, Marshalltown, Ia.

Pistol

For the fourth straight year, a team from Lockheed Missiles and Space Co., Sunnyvale, California, captured the team championship in the NIRA/NRA Pistol Tournament. First place went to Lockheed's "Poseidon Team" who scored 743 out of a possible 800 points. The Guide Lamp Anderson R&P Club Team No. 1, Anderson, Ind. placed second with a score of 728.

A total of 78 teams entered the pistol competition.

H. Grady Edwards, NASA Marshall Space Flight Center, Huntsville, Alabama placed first in a field of 397 entrants to win the individual pistol event championship with a score of 197. Rob-

continued on page 44

TopLine

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National Billiard also offers a complete line of accessories and supplies — cues, balls, triangle, bed cloth, cement and others.




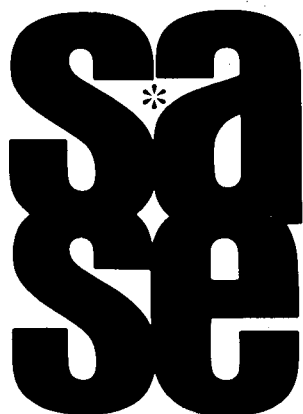
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meals, and many other lush,
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Weekend Return

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and many other extras.

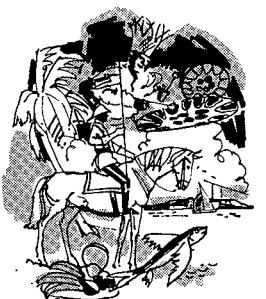


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The Boom in Industrial Touch Football



The boom in interest in football extends into industrial recreation. This issue carries two stories on how different kinds of football are run as company programs. NIRA Veep Richard Wilsman, Recreation Manager of S. C. Johnson & Son, Inc. at Racine, Wisconsin runs a touch football league.

The players must make a two hand touch instead of a tackle to take the ball carrier out of play. Screen blocking is emphasized in the Johnson Wax leagues with no body contact in blocking allowed. Employees from both regular and night shifts are given an opportunity to participate in either a Thursday night or a Sunday night league.

The teams are formed around departments and carry product names such as: "Glory", "Sun Country" and "Favor". All touch football games are played at the company owned Armstrong Park which employees and their families use. The games take place in the evening and use the outfield of the lighted softball field. The only equipment used is football shoes.

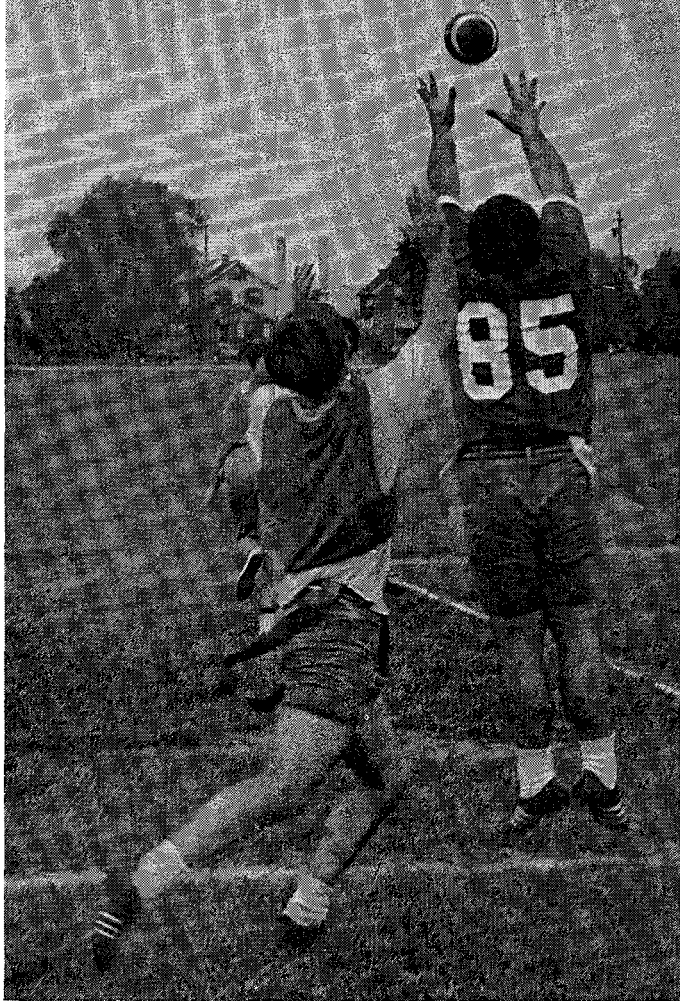
The football field is equipped with goal posts. Johnson teams use the two point conversion and it is not uncommon for scores to reflect both the one point field goals and two point conversions. The highest scoring game to date in the current season was 28-25.

With competition so high, naturally there is a Johnson Super Bowl. The first place teams of both leagues play against each other as do the two second place teams. These games are played on a Sunday afternoon.

According to Recreation Manager Dick Wilsman, touch football for Johnson Wax is a perfect example to fun and fitness. Good sportsmanship is emphasized in all aspects of team management such as officials, league supervisor and team managers.

The Touch Football Rules used by the Johnson Wax teams include some of the following points. The playing field is 100 yards long by 40 yards wide,

Johnson Wax Touch Football — while not as graceful as the ballet, these husky players put plenty of action into the game. Note light standard, fencing, yard lines which make a field a highly useable part of Johnson's Armstrong Park.

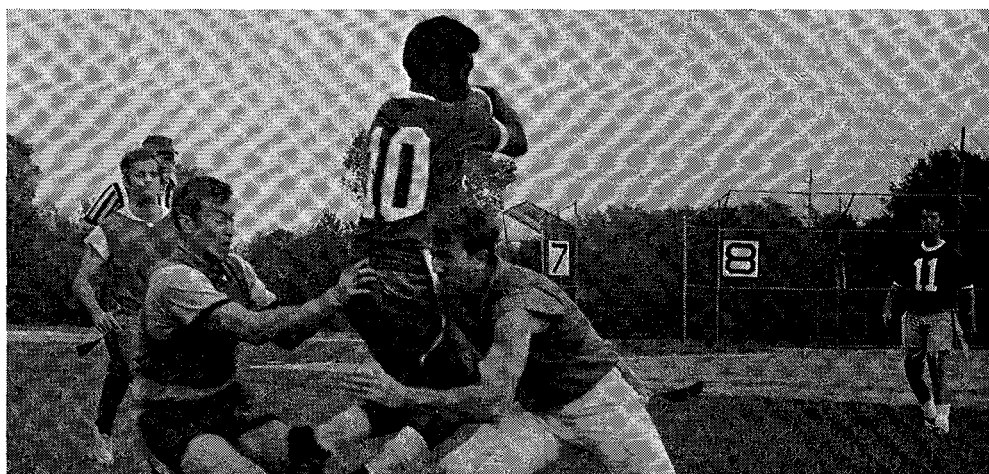
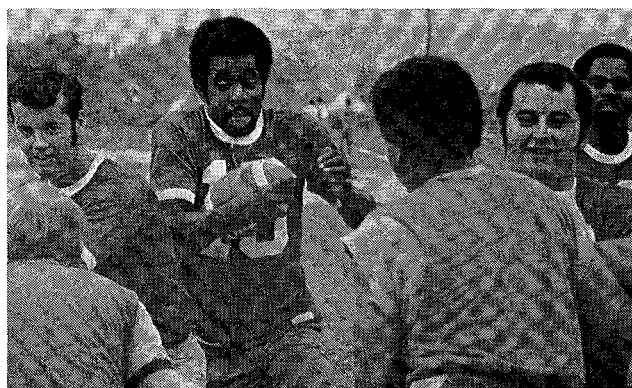


marked at 10 yard intervals. There are goal posts at each end.

In the spirit of "friendly" competition, both team benches may be located on the same side of the field. No drinking is allowed in the bench area. An official leather football is used, with a rubber covered ball used during inclement weather.

Blocking is obstructing the opponent by that part of the blocker's body above

These photos of the Goodyear Flag Football Team by Ron Stockwell show a pass at top, the grim enjoyment of the players just below. You may recognize the regular huddle at the bottom, but that is not a tackle just above it. Really, the boys are just after that little flag.



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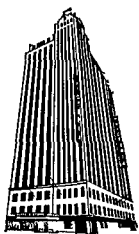
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the knees without making intentional contact. Arms must be alongside the body and touching and body must be in an upright position.

The two hand touch, occurring simultaneously on the ball carrier by the opponent causes the ball to become dead. Touch area is from the knees to the shoulders.

The game is 48 minutes long divided into 12 minute quarters with five minutes between halves and two minutes between quarters. Each team has two one minute time outs per half. 30 seconds is allowed to put the ball into play with the count beginning when the last man returns across the scrimmage line until the snap of the ball.

The team roster may contain a maximum of 15 players, except when players are included from alternating shifts. Each team will have seven players on the field and may start with as few as five. Baseball, track, golf or leather soled shoes are prohibited and cleats must be in good condition. Padding may be of felt or sponge rubber.

A team must move the ball 15 yards in four downs to make a first down. A touchdown scores six points, try for extra point, two points if successful, with one point for a kick. A field goal counts three points and a safety, two points. A full list of penalties both five and 15 yards is included.

Goodyear Flag Football

"Rally Round the Flag, Boys."

It's a comical novel about the Army by Max Schulman, but it also has come to signify Goodyear's intramural flag football program.

Seventeen teams, over 200 players, all vying for honors by either grappling for the flags attached to the man carrying the football or by defending him. It's a simple game, but it has caught on at Goodyear with so much enthusiasm that Bob Walker, the man in charge of the program for the recreation department, has increased the number of teams from 13 to 17 in less than a year.

Although flag football differs from tackle in many aspects, there is one similar element: there are no postponements because of weather. The men have played in blizzards, rain storms, and sweltering heat and on an occasional nice day, but they always play. Players never have to worry about a cancellation.

Unlimited forward passes behind the line of scrimmage make the six-man game spectacular. Any man is eligible

to receive a pass, so a person relegated to centering the football finds himself as much an offensive weapon as the quarterback.

Two referees officiate each game. A set of strict rules which forbid contact keep injuries to a minimum. Naturally, there are a few turned ankles and some bent fingers, but for the most part the games have been injury-free.

Each person, on both the offensive and defensive teams has a belt that holds a flag on each hip. Instead of tackling a player, one merely pulls the flag from the belt and the ball carrier's progress is stopped.

It is a Goodyear program all the way. The games are played on the Goodyear Athletic Field and all players must be on the active payroll of the company.

There are two leagues, American and National, and a playoff was scheduled between them to wrap up the season.

So till the intramural basketball program begins, 200 Goodyearites will continue to rally 'round the flag.

Flag football rules include some of the following points. The field is divided into three equal parts with two short reference stripes on the 15 yard lines. The ball is kicked off from the 15 yard line and the offensive team has four downs in which to reach the next succeeding field division line for a first down.

Soft crepe soled shoes, gym shoes or soft rubber cleated shoes are permitted. All others are forbidden. A man may not hold his flag or tuck it up to prevent an opponent from getting it. If the flag falls off the belt of a pass receiver, he may catch the ball, but it is dead at the point where caught.

Each team consists of not more than 12 players on the roster at one time. Six players per team participate at one time. All are eligible to receive passes. Free substitution is in effect until the referee drops his arm and puts the ball into play. A team cannot start a game with less than five players.

All games start at 6:15 p.m. with 6:30 p.m. as forfeit time. A team has 20 seconds to put the ball into play. Two 25 minute halves are played with a five minute intermission. Each team is permitted two one minute time outs per half.

Scoring provides six points for a touchdown, two points for a safety and one point for a point after touchdown (from the three yard line, no kicking permitted). Penalties are listed, both five and 15 yards.

NIRA 1970 BUYERS GUIDE

PURPOSE OF THE GUIDE: It is NIRA's primary intention in developing this guide to give you, the recreation director, a useful year-round tool for the selection and purchase of recreation goods and services; secondly, the guide is intended to provide a unique service to the companies listed here, because they have demonstrated their support for NIRA through memberships, advertising, or exhibits at NIRA conferences.

HOW TO USE: Firms are listed in alphabetical order in sections which describe their general field of interest —

"SPORTING GOODS, TRAVEL," etc. — and when further classification is necessary, according to a specific product or service — "Table Tennis, Tour Operator," and so forth.

(For a complete breakdown of categories, see below.)

ADS IN THIS ISSUE: In many cases, the firms listed in the Guide have advertisements in this issue. A note to that effect is carried with the listing and it will be helpful to you to refer to the ad for a complete product appraisal when using the guide.

ATHLETIC APPAREL

BEVERAGES

CRAFTS & GAMES

ENTERTAINMENT

FACILITIES

—Architects

—Recreation Equipment

—Maintenance Supplies

PRIZES, TROPHIES, GIFTS

SERVICE ORGANIZATIONS

SPORTING GOODS

—Archery

—Baseball

—Basketball

—Billiards

—Bowling

—Fishing Tackle

—Football

—Golf

—Softball

—Shooting Sports

—Table Tennis

—Tennis

TRAVEL

—Carriers

—Hotels & Resorts

—Tour Operators

—Convention Bureaus

VENDING

MISCELLANEOUS

ATHLETIC APPAREL

AMERICAN TROPHY & AWARD CO. 312 WE 9-3252
Complete selection of bowling shirts at industrial league discounts.
—Bowling Shirt Div., 823 S. Wabash, Chicago, Ill. 60680

AMF BOWLING PRODUCTS GROUP 516 ED 3-6900
Full line of bowling equipment—and sporting goods under the Voit label.
—J. M. Schoenberg, Jericho Turnpike, Westbury, L.I., N.Y.

BRUNSWICK CORP. 312 341-7000
Complete line of bowling accessories.
—J. F. Reichert, V.P., 69 W. Washington, Chicago, Ill. 60602

BRUNSWICK SPORTS 513 541-3464
Varied line of athletic and sportsman's apparel under "MacGregor" and "Red Head" labels.
—4861 Spring Grove Ave., Cincinnati, Ohio

CHAMPION PRODUCTS, INC. 716 271-2235
Custom (printed) athletic wear and sportswear—Physical Education Uniforms (men and women).
—Stuart Grossfield, 115 College Ave., Rochester, N.Y. 14607

CONVERSE RUBBER CO. 617 322-1500
Footwear for basketball, tennis, track, football, boating, fishing, and hunting.
—Grady Lewis, 392 Pearl St., Malden, Mass. 02148

CRU-CUT SMITH MFG. CORPORATION 212 685-9100
Imprinted sportswear — Tee shirts — Sweat shirts — Gym

uniforms, Lab coats and the "Unshrinkables".
—271 Fifth Avenue, New York, N.Y. 10016

DALLAS CAP & EMBLEM MFG., INC. 742-4511
Sports caps; Swiss embroidered emblems.
—2924 Main St., Dallas, Texas 75226

KING LOUIE INTERNATIONAL, INC. 816 363-5212
Bowling shirts and blouses; skirts and slacks.
—331 W. 72nd St., Kansas City, Mo. 64114

THE MACGREGOR CO.
Varied line of sporting goods apparel. (See listing under Brunswick Sports.)

VELVA SHEEN MFG. 272-3600
Imprinted Sweatshirts, T-Shirts, Jackets, banners, gym uniforms, and childrens garments.
—3860 Virginia Avenue, Cincinnati, Ohio 45227

BEVERAGES

COCA-COLA U.S.A. 404 875-3411
Manufacturer of syrup for Coca-Cola, Sprite, Fanta, and Tab for bottle, fountain, pre-mix, can. Offered to industry through bottlers, wholesalers, jobbers, and cup operators in vending machines and over-the-counter dispensers.
—J. T. Daniel, Jr., P.O. Drawer 1734, Atlanta, Ga. 30301

THE SEVEN-UP COMPANY 314 863-7777
7UP, The Uncola. LIKE, low calorie soft drink (no cyclamates).
—John P. Costello, 121 S. Meramec Ave., St. Louis, Mo. 63105

CRAFTS & GAMES

AMERICAN YOUTH MARKETING CORP. 513 281-7171
Football and Flip Match table games and league programs for employee recreation clubs and game rooms.
—Leisure Time Products Group, Alms Hotel Building, Cincinnati, O. 45206

DIMCO-GRAY COMPANY 513 224-1913
Complete line of shuffleboard equipment. Premium quality. "Free-Glide" sets for public court and tournament players. Budget price "Sunlife" sets for schools, churches, recreation centers, etc. Regulation and 2/3 size (indoor) sets, court layout plans, games rules, catalog of Dimco sets.
—207 East Sixth St., Dayton, Ohio 45402
(See ad on page 45)

HAMMATT & SONS 714 JE 4-9564
Recreational games and supplies—table games—carom boards, Table Golf, Maze, Table Croquet, Volo, Battle Royal, Paddle Pool, etc. Ring-A-Tac-Toe—a new item. Baseball bases, home plates and pitching mounds.
—Y. F. Hammatt, 1548 Orangewood, Anaheim, Calif. 92802
(See ad on page 44)

U. S. PLAYING CARD CO.
Manufacturers of playing cards: Congress, Bicycle, Bee's, etc.
—Allison F. Stanley, Pr., Beech St. & Park Ave., Cincinnati, O.

WHITMAN PUBLISHING CO.
Manufacturers of plastic-coated playing cards.
—Div. of Western Publishing Co., Jerry Brown, Adv. Mgr., Racine, Wis.

WFF'N PROOF 313 665-2269
Instructional games for teaching logic, mathematics, set theory, social studies, geometry, and arithmetic.
—2253 Medford Rd., Ann Arbor, Mich. 48104

WORLD WIDE GAMES, INC. 614 363-2324
High quality games made of walnut, cherry, maple and oak woods. Excellent games for recreation room at plants. Also larger games such as Skittles a good game for awards. Smaller games good for gifts to children of employees at parties or for Christmas.
—Warren Bailey, President, Box 450, 3527 West S.R. #37, Delaware, Ohio 43015

ENTERTAINMENT

AMERICA ON WHEELS
Roller skating rinks.
—M. L. Facher, Exec. V.P., 1018 Sherman Ave., Elizabeth, N.J. 07208

CHICAGO CUBS 312 281-5050
We will provide special services for groups wishing to attend Cub games at Wrigley Field. Special handling of group ticket orders (20 or more tickets), group will be met at ball park by club representative, and special food services can be provided if wished.
—David J. Lamont, Asst. Mgr., Information & Services, Wrigley Field, Clark & Addison Streets, Chicago, Ill. 60613.

CINCINNATI REDS, INC. 513 381-0711
National League baseball club.
—Bob Farrell, Director, Group Sales, 415 Central Trust Bank Tower, Cincinnati, O. 45202

DINERS CLUB, INC. 313 341-4400
Diners Club credit cards.
—11000 W. McNichols Rd., Detroit, Mich. 48221

FILMS INCORPORATED 312 256-4730
Top flight motion pictures in 16 mm prints. For company parties, as a serialized entertainment break at noon hours, for management groups. Write for complete catalog.
—1144 Wilmette Ave., Wilmette, Ill. 60091

KEN GRIFFIN PRODUCTIONS
ENTERTAINMENT: Producers of stage shows featuring Ken Griffin, America's great touring illusionist for industrial, conventions, recreation depts., etc.
—Rm. 603, 6331 Hollywood Blvd., Hollywood, Calif. 90028

ICE CAPADES, INC. 213 HO 9-2767
Producer of two major ice shows. Services to all industry for special group ticket prices, for personnel and families, for all cities played in the United States and Canada.
—Harold Dunn, Leo Loeb, 6121 Santa Monica Blvd., Hollywood, Calif. 90038

LINCOLN CENTER FOR THE PERFORMING ARTS 212 TR 4-4010
Guided tours including lunch or dinner; tickets to performances in various theatres of Lincoln Center, including Philharmonic Hall, home of the New York Philharmonic; New York State Theatre, with ballet, operetta, musical comedy; Vivian Beaumont Theatre, for drama. Library-Museum of Performing Arts, and the new Metropolitan Opera.
—Carl Cannon, Lincoln Center Plaza, New York, N.Y. 10023

NATIONAL COLLEGIATE FILM SERVICE 312 TA 9-7785
Complete library of instructional films for showing to groups on a rental basis.
—1030 W. Chicago Ave., Chicago, Ill. 60622

SHOW-BIZ COMEDY SERVICE 212 336-0605
Supply Comedy Material and scripts for Dramatics, Variety & Minstrel Shows. Also sell courses in ventriloquism and market dummies.
—G. Schindler, 1735 East 26 Street, Brooklyn, New York 11229

TWYMAN FILMS, INC. 513 222-4014
16MM sound feature length and short films from an International collection.
—Alan P. Twyman, 329 Salem Ave., Dayton, O. 45401

FACILITIES

ARCHITECTS

BRAUER & ASSOCIATES, INC. 941-1660
Planners, Landscape Architecture, Civil Engineering, Land Surveying.
—Donald G. Brauer, President, 6420 Flying Cloud Drive, Eden Prairie, Minn. 55343

RALPH H. BURKE, INC. 312 631-2263
Architects. Complete architectural and engineering services as recreation consultants. Includes recreation surveys, feasibility studies, site planning, site selection. Design of swimming pools, artificial ice rinks, Par 3 golf courses, recreation centers, marinas, parks.
—J. L. Donoghue, Pr., 20 N. Wacker Dr., Chicago, Ill. 60606

RECREATION EQUIPMENT

AMERICAN PLAYGROUND DEVICE CO. 317 642-0288

Park & Playground Apparatus: Heavy duty playground, swimming pool, dressing room equipment; picnic grills and tables, park benches, softball and tennis backstops, basketball goals and backstops, chain link steel tennis nets, outdoor physical conditioning apparatus.

—Warren P. Miller, President, Service Center, 1801 Jackson St., Anderson, Ind. 46015

AMF BOWLING PRODUCTS GROUP 516 ED 3-6000

Manufacturers of automatic pinspotters; underlane ball returns; streamline decor equipment; bowling lanes, pins, balls, bags, and shoes.

—J. M. Schoenberg, Jericho Turnpike, Westbury, L.I., N.Y.

BATTLE CREEK EQUIPMENT COMPANY 616 962-6183

Manufacturers of a complete line of health, exercise and fitness equipment, to include rowing machines, treadmill walkers, stationary and electric bicycle exercisers, massage belts, massage rollers, treatment tables, steam cabinets, sunlamp and infra-red lamp items.

—A. K. Thorngate, 307 Jackson St., Battle Creek, Mich. 49016

CALIFORNIA PRODUCTS CORP. 617 547-5300

Manufacturers of paints—interior and exterior; building products; special finishes; special finishes for asphalt.

—169 Waverly Street, Cambridge, Mass. 02139

(See ad on page 19)

CEDAR FOREST PRODUCTS CO. 815 946-2331

Designers and manufacturers of pre-cut western red cedar buildings for parks, recreation, group camps, and executive retreats. Comprehensive system planning.

—Polo, Illinois 61064

COMMERCIAL LIGHTING EQUIPMENT CO. 213 589-5571

Manufacturers of complete lighting systems for sports. Build it yourself sports lighting kits with all materials and instructions for any sport light. Results guaranteed.

—8636 Graham Avenue, Los Angeles, Calif. 90002

DE BOURGH MFG. CO.

Athletic lockers, 81 standard sizes.

—9298 James Ave. So., Minneapolis, Minn. 55431

FLICK-REEDY EDUCATION ENTERPRISES, INC. 312 766-3400

Exer-Cor—Exercisor for physical fitness.

—7N015 York Rd., Bensenville, Ill. 60106

FORM, INC. 313 437-1212

Manufacturer of precast concrete-play equipment "Sculpture for Play".

—James Miller, 12900 W. Ten Mile Rd., South Lyon, Mich. 48178

GAME TIME, INC. 517 542-2345

Playground equipment, physical fitness equipment, park equipment, docks, sign making machines and mobile recreation units.

—Robert S. Wormser, President, 900 Anderson Road, Litchfield, Michigan 49252

GENERAL PLAYGROUND EQUIPMENT, INC. 317 459-4961

The "Fun Ful" Line of park and playground equipment, and swimming pool apparatus.

—P.O. Box 608, Kokomo, Ind. 46901

JAMISON, INC. 213 778-0544

Offers FANTASY playground equipment in such themes as Space, Pioneer, Nautical, or Storybook, in addition to standard playground, athletic field, and grounds equipment. Write for colorful free catalog.

—8800 S. Mettler St., Los Angeles, Calif. 90003

LOMMA ENTERPRISES, INC. 343-1587

Prefabricated miniature golf courses for indoors or outdoors. Complete franchise program with no franchise or

royalty fees to incur.

—J. C. Rogari, VP/Marketing, 305 Cherry St., Scranton, Pa. 18501

MacLEVY PRODUCTS CORP. 212 947-4073

Saunas, steam rooms, gymnasium and health club equipment—everything for the employee fitness center.

—316 Fifth Ave., New York City 10001

MARCY GYM EQUIPMENT COMPANY 213 247-6611

Complete line of Physical Fitness Equipment including the 15 man CIRCUIT brand weight-training machine.

—Kurt Wolfe, Dir. of Sales, 1736 Standard Ave., Glendale, Calif. 91201

MIRACLE EQUIPMENT CO. 515 236-4000

Complete line of playground equipment featuring fiberglass swings, slides, whirls, tables, benches, and shelters in permanent colors. New 3 and 5 row portable bleacher in rainbow colored fiberglass.

—D. H. Howig, Box 275, Grinnell, Ia. 50112

PARAMOUNT HEALTH EQUIPMENT CORP. 213 583-2424

Complete manufacturers and suppliers of gymnasium, health club and exercise equipment.

—3000 S. Santa Fe Avenue, Los Angeles, Calif. 90058

PARK & PLAYGROUND EQUIPMENT CO. 314 991-0122

Cedar-Wood picnic shelters; six sizes, all western red cedar, pre-cut and drilled. Hardware, shingles, stain furnished.

—Louis A. Hoerr II, President, #1 Conway Lane, St. Louis, Mo. 63124

PHYSICAL FITNESS LABORATORY, LTD. 203 227-4370

Complete program and systems approach for physical fitness. Includes all instructional material and equipment.

Pre-planned for use by professionals or non-professionals.

—P.O. Box 668, Westport, Conn. 06880

RECREATION EQUIPMENT CORP. 317 643-5315

Playground equipment, swimming pool equipment, indoor basketball backstops.

—John D. Nash, Dept. RM, Anderson, Ind. 46011

TROJAN PLAYGROUND EQUIPMENT MFG. CO. 612 251-3080

Heavy-duty outdoor playground apparatus. Bicycle racks, outdoor basketball backstops, chain link softball and baseball backstops, flag poles, park benches and picnic tables.

—Wm. F. Van Diest, 11-2nd Ave. N.E., St. Cloud, Minn. 56301

UNIVERSAL ATHLETIC SALES CO. 209 251-4251

Demonstration of Universal-Hercules 9-station conditioner and other Universal gym products.

—4707 E. Hedges, Fresno, California 93703

VINYL PLASTICS, INC. 414 458-4664

Slick-Iceless skating rink 3 ft. by 3 ft. and 3 ft. by 50 ft. rolls portable units.

—3123 So. 9th St., Sheboygan, Wis. 52081

PRIZES, TROPHIES, GIFTS

A-B EMBLEM CORPORATION 704 645-3015

Designers and manufacturers of swiss embroidered cloth emblems for all uses.

—Weaverville, N.C. 28787

AMERICAN TROPHY & AWARD CO. 312 WE 9-3252

Manufacturing and sales. Trophies and plaque awards, business gifts, and specialists in incentive programs for industry. Custom engravers.

—823 S. Wabash Ave., Chicago, Ill. 60680

JOHN C. CAULKINS, LTD. 312 869-4521
Service award pins and jewelry, silver items. Also hand embroidered special designed blazer crests.
—John C. Caulkins, P.O. Box 102, Evanston, Ill. 60204

CITRUS FOR SERVICE CLUBS, INC. 305 567-5743
Save an average of \$6.00 on each box of world-renowned Indian River citrus fruit. We invite your association to use our service for large savings to your members. For details on how other clubs are doing so, contact:
—W. L. Merton, 536 Indian Lilac Rd., Vero Beach, Fla. 32960

EDWIN W. LANE CO. 312 782-2317
Incentive awards, trophies, plaques, ribbons, buttons, emblematic jewelry, business gifts, advertising specialties, prizes, novelties.
—Don Thompson, 32 W. Randolph, Chicago, Ill. 60601
(See ad on page 26)

THE NEWBURY GUILD 617 522-6505
Personalized Christmas Cards.
—Myron L. Lipson, General Manager, 76 Atherton St., Boston, Mass. 02130

ONEIDA SILVERSMITHS 315 FN 3-3000
Manufacturers of fine holloware and trophies for all events. Write for complete catalog of items that are handsome and useful, not just ornamental.
—Arthur W. Kidd, Sls. Mgr., Oneida, N.Y. 13423

IRVING PUKEL CORP. 212 GR7-7733
Swiss musical stuffed plush toys — non-musical plush toys for ages 1 to 80.
—I. Pukel, 107 E. 2nd St., New York, N.Y. 10009

SAUNDERS MFG. & NOVELTY CO. 216 241-3817
Christmas toys and packages, candy canes and stockings; party favors and hats for New Year's.
—Dave Shanker, 708 Frankfort Ave., Cleveland, O. 44113

SEABURY AND COMPANY 213 HU 3-5744
Employee awards, novelties, goodwill builders.
—Neil E. Olinger, Sales Director, 1315 W. 7th St., Los Angeles, Calif. 90017

SWISSTEX EMBROIDERED EMBLEMS 215 426-6646
Embroidered emblems for employees jackets, advertising and awards.
—Osmund Geier, sls mgr., 323 E. Alleghany Ave., Philadelphia, Pa. 19134

WILSON TROPHY COMPANY 314 726-2626
Trophies; medals; ribbons; plaques; service pins; Elgin presentation watches; R.C.A. radios-TV, etc.; and custom designed awards.
—C. W. Wilson, 626 Del Monte Way, St. Louis, Missouri 63112

objective is to maintain a high standard of conduct, efficiency and usefulness to the industry, to the government and to the public.

—A. J. Boehm, Exec. Dir., 20 N. Wacker Dr., Chicago, Ill. 60606

THE ATHLETIC INSTITUTE 312 527-2680
Audio-visual and published instructional aids.
—Robert Bluth, Director of Promotion, 805 Merchandise Mart, Chicago, Ill. 60654

BABE RUTH LEAGUE INC. 609 585-9260
Youth baseball program for boys 13 to 15 years of age.
—Richard W. Case, Pres., 524½ Hamilton Ave., Trenton, N.J. 08609

BILLIARD CONGRESS OF AMERICA 312 AN 3-6791
Official ruling body of billiards. Publishers of official rule and record book (\$1.25); and instructional guide book (.25). Sponsors of the annual U.S. Open Billiard Tournament.
—James Wilhem, Pr., 20 N. Wacker Dr., Chicago, Ill. 60606

BOWLING PROPRIETORS ASSN. OF AMERICA 312 825-5591
National non-profit trade association with varied line of services for proprietor members and establishments. Also sponsors Youth Bowling Association.
—Howard C. Seehausen, Exec. Dir., West Higgins Road, Hoffman Estates, Ill. 60172

DISCOVER AMERICA TRAVEL ORGANIZATION 202 293-1433
Private, non-profit trade and promotion association. Members represent every business and association which benefits from travel. Purpose is to promote travel to and within the U.S. and its territories and possessions.
—Sam Mercer, Pres., Suite 910, 1100 Connecticut Ave., N.W., Washington, D.C. 20036

INTERNATIONAL ASSN. OF AMUSEMENT PARKS 312 RA 6-1529
Dedicated to publicizing advantages of using amusement parks for company picnics and outings.
—Robert H. Blundred, Exec. Sec., 203 N. Wabash Ave., Chicago, Ill. 60601

NATIONAL BASEBALL CONGRESS
Sponsors District, State and National tournaments for non-professional baseball teams.
—Raymond Dumont, President, Wichita, Kans.

NATIONAL BOWLING COUNCIL
Materials and programs for the promotion of bowling in industrial plants, factories, and industry in general.
—Lyndon Lee, 2000 L Street, N.W., Suite 808, Washington, D.C. 20036

NATIONAL GOLF FOUNDATION 312 527-3564
The nation's source of planning and organizing information for the development of all types of golf facilities. Books, factual golf information sheets and a Field Service Staff, for personal consultation, are available to individuals and groups in planning any type of golf facility. In addition, an Educational Service Division is maintained and provides golf consultation personnel, books and films to assist in the establishment of sound programs of golf instruction.
—Bill Pack, 804 Merchandise Mart, Chicago, Ill. 60654

NATIONAL INDUSTRIAL RECREATION ASSN. 312 AN 3-6696
National non-profit association dedicated to promoting recreation among industrial employees. Major source of recreational program information. Publishers of RECREATION MANAGEMENT.
—Don L. Neer, Exec. Dir., 20 N. Wacker Dr., Chicago, Ill. 60606

NATIONAL RIFLE ASSOCIATION 202 783-6505
Recreational shooting programs for rifle, pistol and shot-

SERVICE ORGANIZATIONS

AMATEUR SOFTBALL ASSOCIATION
Official softball rulebook and guide; BALLS & STRIKES, softball newspaper; illustrated softball rules and how to improve your softball; full advisory service to all NIRA members.
—Don Porter, Skirvin Tower, Park Ave. & Broadway, Oklahoma City, Okla.

AMERICAN BOWLING CONGRESS 414 962-3520
Nonprofit, noncommercial male bowling organization offering membership services and promotion, equipment specifications, rules, equipment testing, field services, free film library, 2 monthly national publications, etc.
—Frank K. Baker, 1572 East Capitol Dr., Milwaukee, Wis. 53211

AMERICAN FISHING TACKLE MFRS. ASSN. 312 CE 6-0565
A non-profit organization of U.S. manufacturers whose

gun. Publications on shooting subjects.

—J. H. Fauntleroy, 1600 Rhode Island Ave., N.W., Washington, D.C. 20036

NATIONAL SHOOTING SPORTS FDTN., INC. 203 637-3618

Non-profit trade association of sporting arms and ammunition, components, accessories, clothing, etc.; publishing members. Distribute literature on hunting and shooting.

—Charles Dickey, Dir., 1075 Post Rd., Riverside, Conn. 06878

NATIONAL SPORTING GOODS ASSN. 312 HA 7-8191

National trade association for the sporting goods industry; publishers of SELLING SPORTING GOODS, monthly trade magazine.

—G. Marvin Shutt, Exec. Dir., 717 N. Michigan Ave., Chicago, Ill. 60611

U.S. TABLE TENNIS ASSN. RA 4-2791

Sanctioning tournaments, memberships, club and league affiliation, standards of rules and equipment, publicity, exhibitions, general table tennis information.

—Richard F. Feuerstein, 1031 Jackson St., St. Charles, Mo. 63301

WOMAN'S INTERNATIONAL BOWLING CONGRESS 486-5238

A non-profit, non-commercial women's bowling membership organization dedicated to the highest ideals of service, leadership, rules to three million members.

—Mrs. Freda S. Boikin, 1225 Dublin Rd., Columbus, O. 43215

THE WORLD OUTDOORS, INC. 203 748-2726

Free hunting, fishing, and adventure films in color and sound. Write for free catalogue.

—Fred M. Carley, P.O. Box 549, Danbury, Conn. 06810

SPORTING GOODS

ARCHERY

BEAR ARCHERY DIV., VICTOR COMPTOMETER CORP.

Bear tournament and hunting bows for men and women. Plus a complete line of quality archery accessories.

—Dept. RM, Rural Route 1, Grayling, Mich. 49738

SHAKESPEARE CO. FI 4-0101

Varied line of archery equipment.

—Clyde A. Adams, Sales Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich. 49001

BASEBALL

ADIRONDACK INDUSTRIES, INC. 315 429-5261

Adirondack "Big Stick" baseball bats, Pony and Little League.

—Evan Baker, Vice Pres., McKinley Ave., Dolgeville, N.Y. 13329

(See ad on page 38, 39)

BRUNSWICK-MACGREGOR CO. 513 541-3464

Varied line of baseball equipment.

—4861 Spring Grove Ave., Cincinnati, O.

J. deBEER & SON, INC. 518 465-3345

Manufacturer of baseballs.

—Albany, N.Y. 12201

THE HANNA MFG. CO. LI 8-2244

Baseball Little League, and other youth league bats.

—J. E. Broadnax, P.O. Box 1266, Athens, Ga.

HILLERICH & BRADSBY CO. 502 585-5226

Louisville Slugger and H & B Baseball and Little League bats.

—Frank McMenamin, P.O. Box 506, Louisville, Ky. 40201
(See ad beginning on page 5)

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900

Complete line of baseball gloves and associated equipment.

—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200

Complete line of baseball equipment.

—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100

Complete line of baseball equipment.

—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

BASKETBALL

ALL-STAR GOALS

Complete basketball goal units \$89.50. Ten-year guarantee. Thirty-day free trial.

—854 Massachusetts Ave., Indianapolis, Ind. 46204

BRUNSWICK-MACGREGOR CO. 513 541-3464

Complete line of basketball equipment.

—4861 Spring Grove Ave., Cincinnati, O.

CONVERSE RUBBER CO. 617 322-1500

"Chuck" Taylor All Star basketball shoes.

—Grady Lewis, 392 Pearl St., Malden, Mass. 02148

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900

Varied line of basketball equipment.

—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200

Varied line of basketball equipment.

—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100

Varied line of basketball equipment.

—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

BILLIARDS

BRINKTUN DIV. OF LARSON IND., INC. 357-2213

Billiard tables in a wide price and model range.

—Le Center, Minn. 56057

BRUNSWICK CORP. 312 341-7000

Billiard tables, accessories, maintenance equipment, and instructional films.

—G. J. O'Keefe, V.P., 69 W. Washington, Chicago, Ill. 60602

FISCHER MANUFACTURING CO., INC. 816 433-5531

Complete line of home billiard tables and accessories. Rebound tables. Coin operated pool and rebound tables.

—Cooper St., Tipton, Missouri 65081

MURREY & SONS CO., INC. 213 321-5161

Billiard Tables & Billiard Supplies.

—14150 S. Figueroa St., Los Angeles, Calif. 90061

THE NATIONAL BILLIARD MFG. CO. 513 271-8888

Professional and home billiard tables. Complete line of playing accessories for billiards.

—W. H. Gunklach, 3956 Virginia Ave., Cincinnati, O. 45227

(See ad on page 22)

NORTH AMERICAN RECREATION CONVERTIBLES, INC. 203 227-4370

Institutionally constructed and optional use Roll-A-Way Billiard Products (tables), Carom tables, Table Tennis tables, Shuffleboard tables, Croquet, Table Tennis equip., Shuffleboard sets, table games.

—H. Podel, P.O. Box 668, Westport, Connecticut 06880

BOWLING

AMF BOWLING PRODUCTS GROUP 516 ED 3-6900
Complete line of bowling equipment and accessories.
—J. M. Schoenberg, Jericho Turnpike, Westbury, L.I., N.Y.

BRUNSWICK CORP. 312 341-7000
Bowling equipment, supplies, and instructional films.
—J. F. Reichert, V.P., 69 W. Washington, Chicago, Ill. 60602

FISHING

SHAKESPEARE CO. FI 4-0101
Varied lines of fishing tackle.
—Clyde A. Adams, Sales Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich. 49001

CONVERSE RUBBER CO. 617 322-1500
Varied line of fishing boots and chest waders.
—Grady Lewis, 392 Pearl St., Malden, Mass. 02148

FOOTBALL

BRUNSWICK-MACGREGOR CO. 513 541-3464
Varied line of football equipment.
—4861 Spring Grove Ave., Cincinnati, O.

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of football equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Varied line of football equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Varied line of football products.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

GOLF

BRUNSWICK-MACGREGOR CO. 513 541-3464
Varied line of golf goods.
—4861 Spring Grove Ave., Cincinnati, O.

B & W GOLF BALL CO. 312 AV 3-7111
—6244 W. Belmont Ave., Chicago, Ill. 60634

FAULTLESS RUBBER COMPANY 419 322-1533
Manufacturers of the new Faultless Golf Ball that defies abuse and Lee Trevino Golf Clubs.
—Joe Altomonte, 268 East Fourth Street, Ashland, Ohio 44805

GOLF BALL ADVERTISING CO. 215 LO 3-3745
Golf balls, tees and markers imprinted with company and/or golf league names, trademarks. Unconditionally guaranteed Direct factory distributors.
—Chick White, Sls. Mgr., P.O. Box 4332, Philadelphia, Pa. 19118

HILLERICH & BRADSBY CO. 502 585-5226
Louisville Slugger and Power-Bilt golf clubs.
—Frank McMenamin, P.O. Box 506, Louisville, Ky. 40201
(See ad beginning on page 5)

LOMMA ENTERPRISES, INC. 343-0790
Prefabricated miniature golf courses for indoors or outdoors. Excellent financing available.
—J. C. Rogari, VP Marketing, 305 Cherry St., Scranton, Pa. 18501

NORTHWESTERN GOLF CO. 312 275-0500
Golf equipment and accessories.
—Alfred Wiswell, 4701 N. Ravenswood Ave., Chicago, Ill. 60640

PAR GOLF MFG. CO. 309 788-8461
Golf supplies for indoor and outdoor practice range, miniature, regulation, and Par 3 courses. Wholesale prices on golf balls, bags, clubs, and accessories.
—1117-46th Ave., Rock Island, Ill. 61201

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of golf goods.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SHAKESPEARE CO. FI 4-0101
Varied line of golf goods.
—Clyde A. Adams, Sales Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich. 49001

SPALDING SALES CORP. 413 536-1200
Varied line of golf equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WITTEK GOLF RANGE SUPPLY CO., INC. 312 463-2636
Complete line of Equipment & Supplies for golf ranges, miniatures, Par-3 & regulation courses. Personalized golf balls our specialty.
—Robert Wittek, 3650 Avondale, Chicago, Ill. 60618
(See ad on page 44)

WILSON SPORTING GOODS CO. 312 GL 6-6100
Complete line of golf equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

SOFTBALL

ADIRONDACK BATS, INC. 315 429-5261
Adirondack bats.
—Evan Baker, Vice Pres., McKinley Ave., Dolgeville, N.Y. 13329
(See ad on pages 38, 39)

J. deBEER & SON, INC. 518 465-3345
Manufacturer of softballs.
—Albany, N.Y. 12201

BRUNSWICK-MACGREGOR CO. 513 541-3464
Complete softball line.
—4861 Spring Grove Ave., Cincinnati, O.

THE HANNA MFG. CO. LI 8-2244
Softball bats.
—J. E. Broadnax, P.O. Box 1266, Athens, Ga.

HILLERICH & BRADSBY CO. 502 585-5226
Louisville Slugger and H & B softball bats.
—Frank McMenamin, P.O. Box 506, Louisville, Ky. 40201
(See ad beginning on page 5)

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of softball equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Varied line of softball goods.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Equipment and accessories for softball.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

SHOOTING SPORTS

BENJAMIN AIR RIFLE CO.
Lightweight, single-shot air rifles and pistols. No recoil, safe to use indoors or out.
—1525 S. 8th St., St. Louis, Mo. 63104

DAISY/HEDDON 501 636-1200
Complete line of adult shooting equipment including new V/L Caseless ammo rifle, "Quick Skill" shooting kit, famous Daisy/FWB Model 150, Olympic Gold Medal Win-

ner and the Daisy/FWB Model 65 precision air pistol. Also complete line of CO2 and spring, air-propelled BB guns and pistols. Instructional materials available free for all air rifle marksmanship training.
—Division, Victor Comptometer Corporation, Box 220, Rogers, Arkansas 72756

SAVAGE ARMS 413 LO 2-2361
Manufacturers of "Savage," "Stevens," and "Fox" sporting shotguns and rifles. Sole source in U.S. for "Anschutz" small bore target rifles and "Savage/Anschutz" target and sporting rifles; Savage telescopic sights.
—Div. of Emhart Corp., E. A. Johnson, V.P., Marketing, Westfield, Mass. 01085

SHOOTING EQUIPMENT, INC. 312 656-6363
Everything needed for safe, efficient shooting ranges. Free design assistance and literature.
—Ted Busch, Sls. Mgr., 2001 N. Parkside Ave., Chicago, Ill. 60639

WINCHESTER WESTERN (DIV. OF OLIN) 203 777-7911
Service and consultant advise on industrial recreational shooting programs and equipment.
—Jim Dee, 275 Winchester Ave., New Haven, Conn. 06504

TABLE TENNIS

BRINTKUN, DIV. OF LARSON IND., INC. 612 357-2213
Tennis tables and accessories.
—Le Center, Minn. 56057

NORTH AMERICAN RECREATION CONVERTIBLES, INC. 203 227-4370
Institutionally constructed and optional use Roll-A-Way Billiard Products (tables), Carom tables, Table Tennis tables, Shuffleboard tables, Croquet, Table Tennis equip., Shuffleboard sets, table games.
—H. Podel, P.O. Box 668, Westport, Connecticut 06880

PIPO TABLE TENNIS BALLS
America's largest distributor of table tennis balls. Guaranteed in writing to have correct bounce and give long service.
—882 Massachusetts Ave., Indianapolis, Ind. 46204

TENNIS

BRUNSWICK-MACGREGOR CO. 513 541-3464
Complete tennis line.
—4861 Spring Grove Ave., Cincinnati, O.

CONVERSE RUBBER CO. 617 322-1500
Tennis shoes.
—Grady Lewis, 392 Pearl St., Malden, Mass. 02148

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied tennis line.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Varied tennis line.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Varied tennis line.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

MISCELLANEOUS SPORTING GOODS

ADIRONDACK BATS, INC. 315 429-5261
Skis, toboggans, croquet sets, and hockey sticks.
—Evan Baker, Vice Pres., McKinley Ave., Dolgeville, N.Y. 13329
(also see other SPORTING GOODS listings)

AUGUST BARR, INC. 213 320-6210
Decorated vinyl playballs, vinyl athletic balls, spongeballs, pet toys, rubber athletic balls.
—Subsidiary of Lancaster Colony Corp., 620 Maple Ave., Torrance, Calif. 90503

BRUNSWICK SPORTS
Brunswick manufactures varied lines of athletic goods including basketball, baseball, softball, track, golf, football, and others under the MacGregor label; a varied line of sportsman's apparel under "Red Head" label.
(see other SPORTING GOODS listings)

CONVERSE RUBBER CO. 617 322-1500
Footwear for field, court, boating, and hunting.
—Grady Lewis, 392 Pearl St., Malden, Mass. 02148
(also see other SPORTING GOODS listings)

COSOM CORPORATION 612 545-2535
Quality plastic sporting goods products for a variety of recreation programs — Indoors or Outdoors.
—6030 Wayzata Blvd., Minneapolis, Minn. 55416

J. E. GREGORY COMPANY 509 TE 8-2144
Physical Education Equipment — Portable Volleyball, Badminton, Tennis Standards. Outdoor equipment.
—922 W. First St.—Suite 221, Spokane, Wash. 99204

GYMNASTIC SUPPLY CO., INC. 213 831-0131
120 page athletic catalog contains a complete display of gym and field equipment. Covers all major sports, minor sports, and many other hard-to-find athletic items.
—247 W. Sixth St., P.O. Box 1470, San Pedro, Calif. 90733

HILLERICH & BRADSBY CO. 502 585-5226
Louisville Slugger Hockey Sticks.
—Frank McMenamin, P.O. Box 506, Louisville, Ky. 40201
(See ad beginning on page 5)

McKAIN & McKAIN
Trapit—the first new American sport in nearly a century.
—P.O. Box 425, Centralia, Ill. 62801

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of athletic goods for track, wrestling, soccer, badminton, and other team and individual sports.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 61366
(also see other SPORTING GOODS listings)

SPALDING SALES CORP. 413 356-1200
Complete track, soccer, squash, badminton, and volleyball line.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.
(also see other SPORTING GOODS listings)

SUPERIOR SPORTS SPECIALTIES 213 365-9127
Taperflex Water Skis, Tow ropes, Ski Reel, Bindings.
—558 Library St., San Fernando, California 91341

WILSON SPORTING GOODS CO. 312 GL 6-6100
Complete track line.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171
(also see other SPORTING GOODS listings)

TRAVEL SERVICE

CARRIERS

AIR-INDIA 212 PL 1-4146
International airline serving New York, London, Paris, Prague, Geneva, Rome, Cairo, Delhi, Bombay, Calcutta, Madras and other world cities.
—John M. Graham, Sales Promotion Mgr., 410 Park Ave., New York, N.Y. 10022

- AIR WEST** 415 871-6000
DC-9 Fun Jet — F-27 Jet Prop service to leading resort areas in eight Western States; Calgary, Canada; and La Paz, Mazatlan, and Puerto Vallarta, Mexico. Group travel plans.
—George C. Moulton, San Francisco International Airport, San Francisco, California 94128
- ALITALIA AIRLINES**
Group travel organizers.
—Sales Development Dept., 666 Fifth Ave., New York, N.Y. 10019
- AMERICAN AIRLINES** 312 372-8000
Serving major U.S. cities, Canada, Mexico, Hawaii and So. Pacific.
—O'Hare International Airport, Chicago.
- AMERICAN FLYERS AIRLINES** 717 944-4011
One of the largest of the certificated supplemental air carriers. Twenty-eight years of experience in charter flights. American Flyers Airline has flown into over 300 different cities in 32 different countries in just the past two years.
—John R. Smith, Jr., Assistant VP, Sales, 208 Olmstead Drive, Middletown, Pa. 17051
- BRITISH OVERSEAS AIRWAYS CORP.** 212 983-3678
International airline encouraging employee group travel.
—Eric J. Wheatley, Business Travel Mgr., 245 Park Ave., New York, N.Y. 10017
- CAPITOL INTERNATIONAL AIRWAYS, INC.** 615 244-0600
International Charter Airline (incentive tours, inclusive tours, affinity group tours).
—Municipal Airport, P.O. Box 3618, Nashville, Tennessee 37217
- CONTINENTAL AIRLINES** 312 263-4277
Fly "the proud bird with the golden tail" throughout the Continental States of America.
—Wayne Goetz, Regional Manager, Convention Sales, 6 E. Monroe, Chicago, Ill. 60605
- EASTERN AIR LINES, INC.** 212 956-7943
Eastern's "Charters Unlimited" are now available for Fall 1970 bookings. Exciting sun and fun resorts—Florida (East and West Coasts), the Bahamas, Mexico, Bermuda, Puerto Rico and Jamaica—offer low off-season rates. This is the perfect time to plan your group movements.
—W. J. Allen, Mgr., Charter and Convention Sales, 10 Rockefeller Plaza, New York, N.Y. 10020
- FRENCH LINE** 312 939-3735
Steamship services for groups—cruises to the West Indies and the Mediterranean—Transatlantic cruise voyages to/ from Europe. On board facilities for industrial groups, conventions, etc.
—Edmund Becker, 11 East Adams St., Chicago, Ill. 60603
- GRACE LINE** 212 344-6000
Service Information: Special common interest group fare discounts available to employee club members on 13 day Caribbean Cruise every Friday aboard the American Flag twin Luxury Liners, Santa Rosa/Santa Paula, carrying only 300 passengers. Grace Line "Santas" are U.S. Flag ships. All staterooms aboard the Santa Rosa/Santa Paula are large, outside, air-conditioned, with private bathrooms. These ships sail from New York to Curacao, N.A.; La Guaira (for Caracas), Venezuela; Aruba, N.A.; Kingston, Jamaica; Port au Prince, Haiti and Fort Lauderdale, Florida. Also special calls at St. Thomas or San Juan.
—Fred W. Weck, 3 Hanover Square, New York, N.Y. 10004
(See ad on cover 4)
- HOME LINES, INC.** 212 425-1515
Luxury liners S.S. Oceanic and S.S. Homeric perform year-around 7-day cruises from New York to the Bahamas as well as Caribbean Cruises of varying durations.
—S. Y. Smith, Home Office Representative, 42 Broadway, New York, N.Y. 10004
- IRISH INTERNATIONAL AIRLINES** 212 757-9200
International scheduled airline serving 34 European cities from New York, Boston, Chicago and Montreal. Specializing in employee group tours to Ireland, England, and Scotland.
—Ian Cleghorn, 564 Fifth Ave., New York, N.Y. 10036
- KLM ROYAL DUTCH AIRLINES** 212 PL 9-2400
International airline, serving more than 100 cities in 68 countries on all six continents.
—Miss Isabel Jordan, 609 Fifth Ave., New York, N.Y. 10017
- LUFTHANSA GERMAN AIRLINES** 212 PL 9-5522
Check Lufthansa's surprising number of low priced tours. For professional help in planning an outstanding program Lufthansa has ten group tour specialists in principal cities.
—Bruno J. Bader, Commercial Sales Mgr., 410 Park Ave., New York, N.Y. 10022
- NATIONAL AIRLINES, INC.**
National operates from Boston and California to Miami. Beginning January 1, 1970 Miami-London.
—P.O. Box 2055, Airport Mail Facility, Miami, Fla. 33159
- OVERSEAS NATIONAL AIRWAYS** 212 656-8500
Group tour specialist covering U.S., Hawaii, Caribbean and Europe.
—14727 175th St., Jamaica, New York
- PURDUE AIRLINES, INC.** 317 743-4626
Group travel, U.S. and Canada.
—West Lafayette, Ind. 47906
(See ad on page 3)
- SABENA BELGIAN WORLD AIRLINES** 212 JU 6-1070
Recreation travel; charters and special group arrangements for qualified organizations. Daily transatlantic Boeing jets to Europe, Middle East, and Africa.
—720 Fifth Ave., New York, N.Y. 10019
- SATURN AIRWAYS** 415 635-4200
For 24 years specialists in charter flights for industrial, professional, fraternal and social groups. Modern DC-8 jet aircraft.
—General Offices, P.O. Box 2426, Oakland International Airport, Oakland, Calif. 94614
- STANDARD AIRWAYS, INC.**
Charter travel for groups and companies.
—Tower Bldg., 7th & Olive, Seattle, Wash. 98101
- TRANS CARIBBEAN AIRWAYS** 212 757-3600
Airline specializing in services to the Caribbean with an all fan jet fleet.
—M. Youngman, Vice Pres. Sales, 714 Fifth Ave., New York, N.Y. 10019
- TRANS INTERNATIONAL AIRLINES** 415 635-3000
Certificated U.S. air line with 21 years experience offering charter services on 250 passenger Douglas DC-8 super jets and 125 passenger Boeing 727 jets between all U.S. points and from U.S. to Europe, Pacific, Orient, Caribbean, and South America. 21 branch offices throughout the world.
—John W. O'Brien, VP-Sales, P.O. Box 2504, Airport Station, Oakland International Airport, Oakland, Calif. 94614
- TRANS WORLD AIRLINES** 212 557-3030
Transportation: United States, Europe, Asia, Africa, Middle and Far East. TWA offers a variety of group discount fares, charters in the U. S. and Overseas.
—D. E. Midgley, 605 Third Ave., New York, N.Y. 10016
- UNIVERSAL AIRLINES** 212 679-2241
Group charter flights throughout the 50 states plus Canada and Mexico.
—295 Madison Ave., New York, N.Y. 10017
(See ad on page 15)
- UTA FRENCH AIRLINES** 213 628-0881
International air line featuring service to 5 continents.
—John Biggerstaff, 1 Wilshire Blvd., Los Angeles, Calif. 90017

VAGABOND CRUISES 207 236-2938
The "Sea Otter," an informal mini-liner, cruises Maine's rivers, bays and remote islands in the summer, Florida's Gulf Coast in the winter.
—Capt. Jim Nisbet, Box 617-M, Camden, Maine 04843

VARIG BRAZILIAN AIRLINES
—Agency and Tour Dept., 485 Lexington Ave., New York, N.Y. 10017

WINDJAMMER CRUISES
Ship aboard a beautiful sailing yacht for beachcombing through the Bahamas, West Indies, Virgin Isles, and Nassau.
—P.O. Box 120, Miami Beach, Fla. 33139

WORLD AIRWAYS, INC. 415 562-8000
Group charter flights aboard Boeing 707 fan jets to Europe, Hawaii and the Orient.
—Oakland International Airport, Oakland, Calif. 94614

HOTELS AND RESORTS

ABBEY VICTORIA HOTEL 212 246-9400
1000 modern air-conditioned rooms. Famous Stockholm Restaurant featuring Smorgasbord daily; Coffee Shop, Cocktail Lounge, adjacent to Radio City and Rockefeller Center, Coliseum, theatres, Madison Square Garden, Lincoln Center and Times Square. Group rates available. Meeting & Banquet Rooms.
—Claire Hogan, Director of Sales, 7th Ave. at 51st St., New York, New York 10019
(See ad on page 26)

BARCLAY MOTEL 609 348-1156
Fun-filled incentive or group weekends—photography, golf, fishing, bowling, skeet, dancing, winery tours. Exciting tournaments arranged. Year-round Roof-top Pool-in-the-sky.
—Morton Brilliant, owner-manager, North Carolina Ave., near Boardwalk, Atlantic City, N.J. 08401

BEACH CLUB HOTEL 305 LO 4-8502
Oceanfront resort motel-hotel, breakfast, lunch, dinner, cookouts, pool, entertainment, informal vacationing.
—Jack Lindeman, 3100 N. Ocean Blvd., Fort Lauderdale, Fla. 33308

CARILLON HOTEL 305 865-7561
Resort Hotel.
—Jerry Sussman, 6801 Collins Ave., Miami Beach, Fla. 33141

GRAND BAHAMA HOTEL & C.C. 212 697-0758
A complete resort and country club in the British Bahamas—just a few minutes from Florida. Employee vacation programs a specialty. For details write:
—Sales Office, 104 E. 40th St., New York, N.Y. 10016

HILTON HAWAIIAN VILLAGE 949-4321
A 20-acre resort complete with beach, swimming pools, sailing, five restaurants, and fifty shops. Meeting rooms for up to 3,500 people.
—Clyde Doran, Mgr., 2005 Kalua Rd., Honolulu, Hawaii 96815

HILTON HOTELS CORP. 312 RA 6-7500
Nation-wide hotel organization with Tour, Incentive, Industrial Meeting and Convention Services available.
—Patrick Green, Executive Dir., Tour-Travel-Incentive-Sales, National Sales Div., The Palmer House, Chicago, Ill. 60690

HILTON INTERNATIONAL 312 341-1818
Operator of 53 hotels in 33 countries. There is a suggested group program available for each individual hotel.
—C. H. Larson, Regional Sales Mgr., 11 East Adams, Chicago, Illinois 60626

MOHONK MOUNTAIN HOUSE 914 255-1000
7,500-acre mountain resort with its own lake, gardens, and mountain trails. Sports of all sorts. Finest Early-

American accommodations, finest food.
—New Paltz, N.Y. 12561

MONTEZUMA PROPERTIES, INC. WH 5-1941
Developer of resort area featuring private lake and stream fishing, golf course, swimming pool, riding stable and complete country club facilities.
—Judd R. Herberger, 7045 E. Camelback Rd., Suite A, Scottsdale, Ariz. 85251

PLAYBOY CLUBS INTERNATIONAL, INC. 312 MI 2-1000
World-renowned entertainment clubs featuring vacation resorts in Jamaica and Lake Geneva, Wis.
—Arnold Morton, Exec. Vice Pres., 919 N. Michigan, Chicago, Ill. 60611

RIVIERA HOTEL AND COUNTRY CLUB 714 327-8311
The World's most magnificent Desert Resort. Unexcelled Convention-Exhibit facilities.
—1600 North Indian, Palm Springs, Calif. 92262

EL SAN JUAN HOTEL OF PUERTO RICO 212 MU 8-8815
Beach-front resort hotel with 400 rooms. Completely air-conditioned. Water sports facilities located on fine 15-acre beach.
—Ralph Rodrigues, Jr., Sls. and Reservations Off., 850 Third Ave., New York, N.Y. 10022

TOUR OPERATORS

AMERICAN EXPRESS CO. 212 944-2000
Complete travel services, travelers cheques, credit cards, money orders, foreign remittance; Subsidiary Operations—modern language school, AM-EX Express Reservations Services, International Banking, Travel Clubs, Travel Publications, Investment Services, Mutual Funds, Insurance, Military Banking.
—Amory Carhart, Travel Div., 30 Church St., New York, N.Y. 10006

AITS, INC. AMERICAN INTERNATIONAL TRAVEL SERVICE 617 969-4100
Organized Carnival vacations to Hawaii, Europe, Caribbean, and the Orient.
—210 Boylston Street, Chestnut Hill, Mass. 02167

ASTRAL TRAVEL SERVICE, INC. 212 OX 7-6127
Group vacation specialists: Domestic, International. Air Charters, Group Cruises, GIT Group Fares, Cruise Ship Charters, Affinity Group Fares, Air & Sea Combinations. Wine Tours, Opera Tours and Ski Tours.
—12 E. 46th St., New York, N.Y. 10017

CONTINENTAL TRAVEL LTD. 617 262-6970
Offering the Hawaiian Jubilee vacation—3 days in Las Vegas, 3 days in San Francisco, 7 days in Honolulu, all for \$595.
—Fred Rosenthal, Sales Manager, 829 Boylston St., Boston, Mass. 02116

CRAVEN TOURS, INC. 517 351-9210
Featuring "Plane-to-Spain," a jet vacation with 8 days on Spain's fabulous Costa Del Sol.
—Ian S. Craven, Pres., 202 M.A.C. Ave., East Lansing, Mich. 48823

ERMISCH TRAVEL OF BATTLE CREEK, INC.
—Herbert W. Breitbach, CTC Pres., 26-28 E. Michigan Ave., Battle Creek, Mich. 49014

THE FORUM 213 674-6000
See top attractions playing the Los Angeles area. Skilled specialists provide special group rates, industrial planning posters, order forms and transportation information.
—Group Sales Dept., P.O. Box 10, Inglewood, Calif. 90306
(See ad on cover 2)

GLOBOJET TOURS, INC. 212 TN 7-4606
Group tours to Hawaii, Europe, Mexico, Bahamas, South America, Caribbean.
—41 East 42nd Street, New York, N.Y. 10017

GROUP TRAVEL MANAGEMENT CORP. 212 826-8842
Complete planning and operation of employee recreation travel programs. Specializing in Europe and Caribbean. Individual travel in Europe at group discount prices call collect for full info.
—Hank Wadge, 820 Second Ave., New York, N.Y. 10017

HAMLIN & ASSOCIATES, INC. 415 392-6152
Specializing in complete programming of travel and recreation group tours. We design these tours to suit the needs of every type of employee and budget, so that a year-round program can allow full participation by all. Member of ASTA.
—Irving B. Hamlin, 240 Stockton St., San Francisco, Calif. 94108

HAWAIIAN ADVENTURE—Colpitts Travel Centers 617 426-7300
Group vacation specialists featuring Las Vegas, San Francisco, Hawaii Vacation Package.
—Bob Deighton, 77 Franklin St., Boston, Mass. 02110

INTERNATIONAL TRAVEL CORP. 212 947-8201
The group-growth company.
—Empire State Bldg., Suite 4014, New York, N.Y. 10001
(See ad on page 43)

LIBERTY TRAVEL GROUP MOVEMENTS, INC. 212 LO 4-0022
Group travel arrangements to any part of the world, employees, sales incentives, specializing in off season bargains. Write for sample of possibilities.
—J. C. Neufeld, CTC, 135 W. 41st St., New York, N.Y. 10036

MAUPINTOUR
World-wide tours for employee groups.
—Commerce Tower, Kansas City, Mo. 64199

OVERSEAS TRAVEL CO. 212 MU 2-7110
Wholesale travel with 30 years of experience operating incentive and employee groups throughout the world.
—2 W. 45th St., New York, N.Y. 10036

ROTCHFORD TRAVEL, INC.
—Bill Westphal, Mgr., Group Travel, Merchandise Mart, Suite 473, Chicago, Ill. 60654

S & H TRAVEL AWARDS, INC. 212 983-2200
Complete staff consists of experts in Incentive Group and Employee Group Travel, as well as all other phases of the travel business.
—Mrs. Florence Hersch, 330 Madison Ave., New York, N.Y. 10017

SIMMONS GROUP JOURNEYS, INC. 212 689-1666
Specialists in group travel to the Bahamas, Caribbean, Europe, Orient, Middle East, Around-the-World.
—205 E. 42nd St., New York, N.Y. 10017

SNOW ART, INC. 212 682-7714 201 836-3711
Group travel at unbeatable rates. Tailored charters, trips by bus or air for ski tours, winter-house parties, outings, resorts, dude ranches, wholesale rates—any size group.
—501 Fifth Ave., N.Y., N.Y. 10017 and 1157 East Laurelton Parkway, Teaneck, N.J. 07666

TRAVELPOWER 414 272-0452
Specialists in employee recreation, group travel.
—152 W. Wisconsin Ave., Milwaukee, Wis. 53203

TRAVEL MANAGEMENT CORPORATION 312 751-1440
Group travel: Funtours (wholly owned Div.) wholesale tour operator. New group affinity program beginning early 1970 with minimum of 50 persons per group on low charter rates.
—Mary Sworst Zimmerman, 875 N. Michigan Ave., Suite 1446, Chicago, Ill. 60611
(See ad on page 23)

TRAVEL WITH GOREN, INC.
Bridge cruises to the Caribbean with the noted bridge expert.
—Harold A. Ogust, Pres., 110 E. 42nd St., New York, N.Y. 10017

TRAVEL HEADQUARTERS, INC., div. of A.I.T.S. 312 346-6288
Employee group and incentive travel programs.
—203 N. Wabash Ave., Chicago, Ill. 60601

TRAVEL UNLIMITED 415 582-2077
Travel agent—specialists in all aspects of domestic & foreign travel, individual travel and group movements.
—Charles H. Keegan or John A. Rogers, 22544 Second St., Hayward, Calif. 94514

TRAVELER HOUSE LIMITED 512 476-6977
Group Travel
—240 Driskill Hotel, Austin, Tex. 78701

UNIVERSAL STUDIO TOURS 213 985-4321 ext. 1614
Four hour movie studio tour. Group rates available.
—Susan Smith, Dir. Sales & Group Services, P.O. Box 8620 (Attn: Group Services), Universal City, California 91608

UNIVERSAL TRAVEL AGENCY
—L. Roupiez, 3 Rue Meyerbeer, Paris 9e, (Opera) France.

RECREATION AREAS

CAMDEN PARK 304 429-4231
Recreation park serving Huntington (W. Va.) area.
—Robert N. Burley, Mgr., P.O. Box 1794, 5000 Wavely Rd., Huntington, W. Va.

GEAUGA LAKE PARK 216 LO 2-7131
Amusement park consisting of 31 rides, refreshments, miniature golf course, boating, and fishing.
—Charles W. Schryer, Fr., Box 84, Aurora, O. 44202

GENE HAMES INTL. AMUSEMENTS
—Gene Hames, Pres., P.O. Box 11464, Fort Worth, Texas 76100

BOWLING LANES

KING LANES 324-1589
Bowling 36 lanes, Billiards, snack bar, lounge bar.
—Ed Farris, Mgr., Countryside, Ashland, O. 44805

VARSITY BOWL, INC. 513 222-6946
Home of the Dayton Journal-Herald's National Industrial Team Bowling Tournament.
—Harry Zvakos, 637 N. Main St., Dayton, O. 45405

CONVENTION BUREAUS

CITY OF ST. PETERSBURG
Promotion material and group vacation information.
—St. Pete Area Chamber of Commerce, St. Petersburg, Fla. 33701

FLORIDA DEPARTMENT OF COMMERCE
Promoting Florida, the year-round vacation land.
—Tallahassee, Fla. 32304

NEW YORK CONVENTION AND VISITORS BUREAU 212 687-1300
The Bureau's purpose is to attract visitors to New York; it operates an official information center and distributes literature.
—Charles Gillet, Eileen Roddick-Roberts, 90 E. 42nd St., New York, N.Y. 10017

VENDING

ARA SERVICES, INC. 215 545-4600
Food Service management for business and industry.
—2503 Lombard St., Philadelphia, Pa. 19146

CANTEEN CORPORATION

312 DE 7-5900

Food service management and complete vending systems.
—James Aikens, 1430 Merchandise Mart, Chicago, Ill.
60654

COCA-COLA USA

404 875-3411

Soft drinks in all sizes and types of packages and vending equipment for same.
—J. T. Daniel, Jr., P.O. Drawer 1734, Atlanta, Ga. 30301

GOLD MEDAL PRODUCTS COMPANY

513 381-1313

Concession & Vending Machines & Supplies, Mfr. of Popcorn Poppers & Venders, Coffee Venders, Cotton Candy Machines, Sno-Kone Machines, slush machines, syrups, paper goods. Free Catalogs and Operations Booklet.
—J. C. Evans, V.P., 1896 Freeman Avenue, Cincinnati, Ohio 45214

(See ad on page 45)

THE SEEBURG SALES CORP.

Vending machines.
—Chicago, Ill. 60622

T. F. TWARDZIK & CO., INC.

Ball Meter machine dispenses table tennis balls at 10¢ each.
—Shenandoah, Pa. 17976

MADISON CONCESSIONS, INC.

642-9951

Vending machines.
—Thomas C. Funk, V. Pres., 3200 E. 38th St., Anderson, Ind. 46015

THE SEVEN-UP CO.

314 863-7777

7UP, The Uncola. LIKE, low calorie soft drink (no cyclamates).
—John P. Costello, 121 S. Meramec Ave., St. Louis, Mo. 63105

MISCELLANEOUS**ACORN RIDGE PARK/div Acorn Ridge Dev/Rec. Co.**

Ofc. 312 355-4602

Industrial private picnics, catering, hayrides/square dancing parties, snowmobile rental area, sales & service. Development of recreation areas.

—John Lewis, President, Box 171, Naperville, Ill. 60540

—Park address 119th & Rt. 171, Lemont, Ill. 60439

Phone 312 257-2777

AIR CHARTER EXCHANGE, INC.

703 528-6144

Consultants: International & domestic airplane charters—group fares.

—Forbes Huffman, President, 1815 N. Fort Myer Drive, Arlington, Va. 22209

BOBS CANDIES, INC.

912 435-2121

Headquarters for children's Christmas candy novelties. Specialty packaged items in candies for year around.

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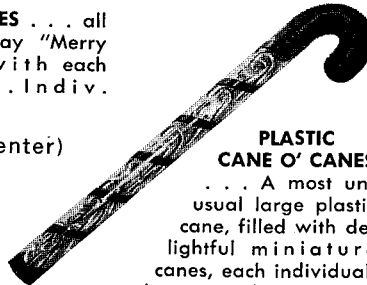
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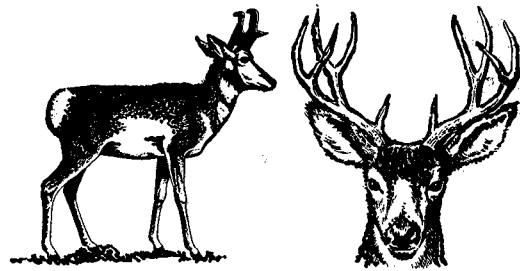
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WYOMING makes the hunting great!



By Don L. Neer

In 1968 14,931,270 hunting licenses and 23,060,332 fishing licenses were sold throughout the nation, many of them to industrial sportsmen. Numerous requests from NIRA member Rod and Gun Clubs on how to set up a big game hunting and fishing trip prompted R/M to schedule a trip to Wyoming to find out first hand for our readers.

My first step was to write the Wyoming Game and Fish Commission, Box 1589, Cheyenne, Wyoming, 82001, for their "Tips to Sportsmen", which outlined the seasons, fees and information for non-resident hunters and fishermen.

Big game seasons are set in May and it is best to send your license request in early. There's no license quota on deer or fishing, but permits are needed for antelope, elk, moose, sheep and bear.

I joined a typical industrial hunting party made up of three Chicago businessmen; namely Leo Rotelli, R/M cover designer and commercial artist, Hank Bornhofen, Sales Manager, Carpeting Division, Johns Manville Company, and Ralph Meyers, north side barber.

In May we applied for antelope licenses and following the drawing in Cheyenne on June 11, 1969, we were notified that our permits were for Elk Mountain (Area 26) west of Laramie. (When you desire to hunt as a party, applications and fees are enclosed in one envelope.) The antelope license was \$35 and the season October 10 through the 25th.

Our next problem was how to get a guide and where to stay. A master list of approved outfitters and guides wasn't available. (The National Rifle Association is solving this problem for 1970 with the publication of "Denali", which will be their recommended list of certified guides and outfitters.) We looked at ads in Field and Stream, and by chance, I picked up an old folder put out by the Lions Club of Encampment, Wyoming in 1955. It listed several



Riverside garage and cabins, Riverside, Wyoming. Population 87, Bard Garinger owner, outfitter and guide. Service for Medicine Bow National Park (deer, antelope, elk and fishing).

guides. We tried calling them and found they were deceased or no longer guiding. Finally the operator put us through to Bard Garinger, Riverside, Wyoming Garage and Cabins. Yes! Bard could take us and had a four bunk cabin for \$5 a night per man including an indoor john, gas stove and oil heater. Guide fees were \$35 a day per man with two hunters per guide. Fees included transportation — four wheel drive (essential) and noon lunch.

Saturday, October 11, the four fugitives from Chicago's Concrete Canyons set sail at 5:00 A.M. on the 1,100 mile drive to Riverside, Wyoming. Twelve hours later, we dropped anchor at the Holiday Inn in North Platte, Nebraska (775 miles down I-80).

Six A.M., Columbus Day, we were on H-30, which was a solid sheet of ice. Cars and trucks were in the ditch everywhere. Fortunately Hank had put on snow tires with studs and we were one of the few to get through to Cheyenne. However, it took eight hours to cover this stretch of 218 miles.

At Cheyenne we stopped just long enough to pick up a rental trailer and headed for Laramie. There they told us to forget H-130, as the pass had 50 inches of snow and routed us on H-30 via Medicine Bow, Hanna and Wolcott, then south on H-130 through Saratogo to Riverside.

At 6:00 P.M., with a wet snow still falling, we pulled into the Riverside Garage and soon met our genial outfitter, Bard Garinger and his lovely wife Lucille. It didn't take long to check in-

to Cabin 12, unload our gear and buy \$30 deer licenses. We were directed to the Side Saddle Restaurant for dinner. There, the ten tables were buzzing with results of the days deer hunting in famous Medicine Bow National Park.



R/M publisher Don Neer poses with 200 pound, 4 point (western count) buck taken on the fourth day of the hunt.

After dinner Bard stopped by and asked us to be ready for breakfast at 5:00 A.M. The plan was to hunt deer in the Park east of Riverside, which meant being there by daylight. So, after checking our gear and rifles, it was lights out. At 4:30 A.M. we hit the deck, donned thermal underwear and the rest of our hunting clothes, and were at Clara's Restaurant in Encampment for flapjacks and sausages by 5:00 A.M. Just ahead of daybreak Leo and I headed for Mullen's Ridge with Bard as our guide, while Ralph and Hank left with another crack guide, Levi Her-ring.

All four of us were placed in strategic stands on rocky pinnacles overlooking a run way between two canyons. Bard walked 3,000 feet to the bottom of the canyon and around 9 A.M., a big 4 point (western count) buck came bounding into view at 300 yards. Leo was the closest but didn't get a shot. After driving the other canyon with no results, we piled into our jeeps and headed for another ridge. Suddenly as we rounded a rocky bluff dotted with purple sage, there stood a 4 point buck, spike and two does. I was in the lead jeep in the jump seat but by the time I unlocked the door and put a shell in



Elk Mountain (Area 26) yields four buck antelope to sportsmen Meyers, Neer, Bornhofen and Rotelli.

the chamber, Henry was already out of Levi's pick-up taking careful aim. Crack! went the 30-06 Winchester. The 4 point buck took two steps backward and dropped. The shot hit just below the backbone. Hank was the first to score.

Levi dressed out the deer and we stationed ourselves around the upper ridges of a big valley while the guides went to the bottom to carry out a 250 pound, 8 point, dropped the night before by an Ohio hunter. The carry out was 2,000 feet straight up and took two hours. Meanwhile, up on the ridges we saw a lot of deer, mostly does, but nothing close enough to shoot. It was early in the hunt and we were still looking for racks.

After lunch we split up and headed in different directions to look for deer as they started their 4 to 6:30 P.M. browse. After checking a good stand of Quakies, where an old timer from Ohio settled for a doe, we entered a valley and came on another of Bard's top guides, Bill Coose, who had put his Kentucky hunter on a real old 8 point mossback. It was dusk by the time we helped them drag it to the road so we headed back to Riverside and retreated to the Side Saddle for their famous Hunters Stew and Steak.

Tuesday, was to be Antelope Day — forty miles away, and after the full day

in the mountain air no one needed urging to turn in by 10:00 P.M.

"Operation Antelope"

Ralph's alarm broke thru the snores in Cabin 12 at 5:00 A.M. and Hank volunteered to fix eggs sunnyside with Wisconsin bacon for breakfast.

At dawn Leo and I, with Bard as a guide, and Neal Stratch, University of Wyoming graduate and owner of Laramie's Diamond Horse Shoe Restaurant, guiding Hank and Ralph, headed for Area 26, north of Saratoga.

For two hours we worked private ranch land and failed to spot any antelope. Around ten we sighted a herd of around thirty and Leo and I were left on point while the guides got the herd moving. They were too smart and bypassed our position at least a mile away. There was a good ten inch buck in the herd and when Bard maneuvered the animals between us, I got a shot at the ten incher. It was a mite high. Hank, well camouflaged in the snow capped sage furrows, socked it to him and dropped the buck with one shot, again being the first to fill.

From there, we worked south down the lake bed in hopes of picking up a real side-burned beauty we had spotted earlier from the highway. In less than a mile we came over a rise and there was "Mr. Whiskers" and his harem, just

waiting for us. He was a 16 inch trophy, if he was an inch. I got one shot and so did Leo before Mr. Whiskers disappeared over the crest of the hill unscratched.

Bard was determined to get me another shot, so we raced down the rough sage bush trail and across the highway to the open ranch land. "Old Whiskers" eluded us for the moment, but on the right was another herd and one was a good ten incher. It was Leo's turn and he started firing at 250 yards with the antelope going all out at 50 miles an hour. His first shot was 30 yards behind and Bard shouted "lead him three lengths", shot #2 was at Mr. Buck's heels. Bard shouted "lead him 30 feet". Leo, against his better judgment, did and Mr. Buck went hindquarters over horns in one big cloud of dust. Bard was congratulating Leo on a great shot when Mr. Antelope got up, although wounded, and trotted on — Leo, determined to get his buck, dropped him for good at 360 yards on his fourth shot.

After lunch Ralph and I switched places and Neal started down the valley looking for "Mr. Whiskers". Soon we jumped a herd of nine with two, ten inch racks. I blazed away and with a 300 yard shot hit one of the bucks. After dressing out my buck, we started out of the valley for the highway and wouldn't you know it, we came within 100 yards of old "Mr. Whiskers" and couldn't shoot. We signaled Bard and he raced across the sage trail after him to no avail. Around 5:00 P.M., Ralph gave up on catching up with the wily whiskered gent and settled for a nice 12 inch buck with a long 250 yard shot. Four Chicago guns returned to Riverside, needless to say, with four big bucks and smiles to match. The climax of one beautiful day of antelope hunting was a dinner of fresh deer liver, onions, and raw fried potatoes.

Wednesday "Snow"

Arising at 5:00 A.M. Wednesday we were surprised to find it snowing. Six inches was already on the ground. Leo and I joined guide Mike Martin in an old jeep and followed Ralph and a New Jersey hunter named Tresp in Levi's GMC. We headed west through Encampment for the Hayden area of Medicine Bow near the famous Ferris Haggerty Cooper Mine of 1898-1908. The higher we climbed, the deeper the snow and soon our jeep was stuck. Mike had to put on chains to make it.

After making a drive in a lower



Deer hunting slowed down when jeep got stuck in the snow near the Continental Divide.

canyon along the Encampment River and spooking three does, we made it to the upper ridges, six miles from the Continental Divide.

In the new snow plenty of fresh deer and elk tracks were evident, but spotting big bucks on the far ridges close enough for a shot was impossible.

After the usual lunch of pepper loaf sandwiches, apples, raisins, jerky and coffee, Ralph and Leo made a drive around the Wood House Homestead out-rider buildings and again passed up a couple of good does, still hoping to get a shot at a big buck.

Around 4:00 P.M. we ran out of gas, so all hands piled into the back of the Levi's truck and headed back to town wet, cold and skunked. We pitched in and cooked a dinner of onion soup, deer liver and ham, Leo's famous tomato salad and fried potatoes with apple turnovers for dessert. While cleaning guns, all hands agreed that Thursday was to be "D" or Deer Day.

"Deer Day"

Leo and I left with ex-ranger Bard after one of Hank's famous pancake breakfasts. Ralph joined Pittsburgh Romey and Levi and they headed for Mullens Ridge. We tried the river brakes just beyond French Creek Ranch along Corral Creek.

At dawn, just below Bennett Peak, we spotted five deer lying down behind a saddle, 500 yards off the road. Without hesitation Bard drove on when they stood up and put the ridge between the deer and us. It was an excellent chance to stalk and Bard turned me loose then drove on. With heart pounding I jumped the ravine and crawled through the sage brush to the crest of the ridge hoping there was a good rack in the herd. Just short of the crest I could see a big 4 pointer standing ready on the alert — threatening to bolt. It was now or never to get that rack.

I stood up and squeezed the trigger. The shot was true at 200 yards, right in

the boiler room. Two big leaps and I had my 200 pound 4 point buck.

After dressing him out and making the long drag to the jeep, we headed for Mullens Ridge to check with Levi. Roads on the upper slopes were still icy and snow covered and we didn't have chains. Right at the steepest point we hit a log that was across the road and sheared off the clutch cable. There we were, 9,000 feet up, with the gears locked and nothing but a torturous slippery 1,000 yard curving trail beneath us. Leo and I tried rocking the jeep with pine prys, but it didn't help. Bard elected to walk to the crest for help. Within a half hour, he encountered Levi coming down as Ralph and Tresp had collaborated on a nice 8 point that dropped on the other side of the valley. With all hands pushing, we moved the jeep forward to unlock the gears and enabled Bard to climb the trail to a clearing where he could turn around. Then, first Bard and then Levi, literally using their vehicles as toboggans, made the run down the mountain. It was a tribute to their skillful driving that neither hit a tree. We slipped and slid our way down to the plateau where Tresp and I joined Bard in the wounded one-gear jeep to head back to town while Ralph and Leo went with Levi to get Ralph's deer.

I arrived back in camp around noon. Hank and I, after packing went antique hunting along the Encampment River. Leo and Ralph spent the rest of the afternoon on the upper ridges without scoring.

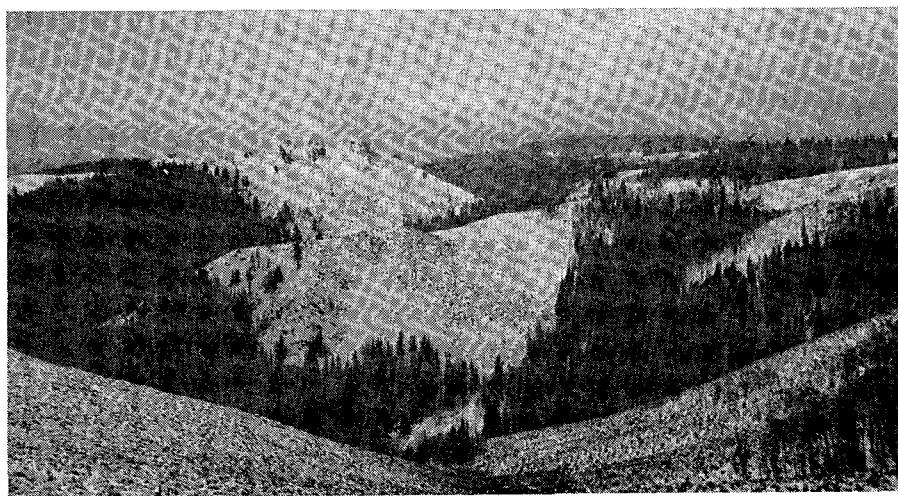
Friday morning it was snowing again in buckets, but Levi was game and headed out with Leo and Ralph. Leo settled for a doe at daylight before the snow made it impossible to see. It got so bad they returned to camp around 10:00 A.M.

After a quick pow-wow we agreed to pack and head out as it looked as if we might get snowed in. We fixed lunch, settled up with Bard, thanked all hands, picked up our meat and were on the trail home by 2:00 P.M.

An hour later, as we approached Wolcott's Junction, right about where the Oregon Trail Historical Marker Stands, we came across — you guessed it, "Mr. Whiskers" not 100 yards from the road right in the middle of a herd of at least 100 antelope. As we faded into the snow storm we knew who had the last laugh. Right then and there we vowed we would return to wonderful Wyoming for another hunt as soon as possible. ■



Guide Bard Garinger poses with 11 inch antelope dropped by Leo Rotelli at 360 yards.



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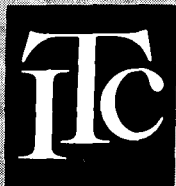
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IN MEMORIAM

John Fulton, NIRA Executive Director 1946-1955 passed away October 29th in Florida. John followed Ray Milliard in NIRA's top position and was instrumental in building up membership, developing our initial service manuals, the Newsletter and idea clinics. He will be missed by his many friends in the industrial recreation field, with whom he worked so diligently.

continued from page 22

CHAMPS

Robert K. E. Weebe, Hughes Aircraft Co., El Segundo, Calif. took second place with 196.

Robert Hall, Lockheed Missiles & Space Company, Los Altos Hills, Calif., fired a perfect score of 200 to win the CO₂ individual pistol award. The Sandia Corp. team Albuquerque, N. M. won the CO₂ pistol team event with a 781.

Top finishers in the team and individual pistol events were:

| | |
|---|-----|
| Team Pistol Awards: | |
| Lockheed Missiles & Space LERA Club, Poseidon Team, Sunnyvale, CA | 743 |
| Guide Lamp Anderson R&P Club, Team #1, Anderson, IN | 728 |
| Puget Sound Naval Shipyard, Team #1, Bremerton, WA | 726 |
| IBM R&P Club, Team #1, Poughkeepsie, NY | 722 |
| Hughes Aircraft Team #1, Los Angeles, CA | 715 |
| McDonnell Douglas R&P Club, Team #1, St. Louis MO | 710 |
| Allison R&P Club, Indianapolis, IN | 704 |
| Individual Pistol Awards: | |
| H. Grady Edwards, Huntsville, AL — NASA, Marshall Space Flight Ctr. | 197 |
| Robert K. E. Weebe, El Segundo, CA — Hughes Aircraft Co. | 196 |
| Archie Caple, Minneapolis, MN — Northwest Airlines, Inc. | 196 |
| Ralph O. Thompson, West Point, GA — West Point-Pepperell, Inc. | 193 |
| John Marsala, Carpentersville, IL — Teletype Gun Club | 193 |
| Ernest A. Arico, Poughkeepsie, NY — IBM Corp. | 192 |
| Paul J. Mack, Chicago, IL — Argonne National Laboratory | 190 |

Basketball

The NIRA sponsored invitational basketball tournament held December 6-7 hosted by Goodyear Tire & Rubber Co., Akron, O., has been described as the beginning of a renaissance of basketball as an inter-company employee activity.

Entries included teams from the National Cash Register Co., Dayton, T-R-W, Cleveland and the Gary, Ind. works of the U. S. Steel Corp. and Goodyear. National Cash Register and Goodyear entered company teams, while T-R-W and U.S. Steel entered all-star teams composed of players from employee intramural leagues.

The NIRA program does not compete with the national AAU league that is made up of both all-employee and sponsored amateur teams backed by business, industry and athletic clubs. Goodyear is the only one of the four teams in the AAU league. (Ed. Note: Results of this tournament were not available for this issue but will be reported next month.)

Armco Trapshoot



This team from Olin Mathieson Chemical Corp., East Alton, Ill. took first place at the 20th Annual National Invitational Trapshoot. Team members are: back row l. to r. Oren Laughlin, Mike Jordan and Robert Maples. Front row l. to r. Lester Arbuthnot and Jerry Sedlacek.

A red hot squad from the Olin Corporation, East Alton, Illinois, defended their National Industrial Trap Shooting Championship with a sizzling (244 X 250) over a record entry of 168 Industrial Teams at the 20th Annual National Invitational Trapshoot sponsored by the Armco Steel Corporation at the Middletown Ohio Sportsman Club, September 7th.

Tieing for second at 239 was the Remington Arms Co. Team, Bridgeport, Conn., and the 1967 champion, Inland Mfg. Co. Team from Dayton, Ohio. Tieing for fourth place was the Armco Steel Corp. No. 2 Squad and North American Rockwell Corporation from Columbus, Ohio at 238.

Arnold Smith, Armco Steel No. 1, emerged as High Gun after a 50 bird shootout with nineteen other "50 straight" shooters. Runner-up was Don Poffenberger, Diamond National Corp., Middletown, Ohio with Ed Hauser, Proctor and Gamble, Cincinnati, Ohio, at third place.

Bob Bauer, Armco Steel Activity Advisor and the Middletown Sportsman Club handled the record entry of 840 shooters with their usual efficiency and hospitality. Six new fields augmented the twelve tournament fields.

The winning team will be the guests of the Olin Company for a days pheas-

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GAMES

ant and duck shooting at the famous Nilo Farms.

Final squad standings were:

| | |
|--|-----|
| Armco Steel Corp. #1, Middletown, Ohio | 237 |
| Wayne Division #1, Richmond, Ind. | 237 |
| Joseph E. Seagram & Sons, Inc., Lawrenceburg, Ind. | 236 |
| Owens Illinois Glass Co., Godfrey, Ill. | 235 |
| Delco Moraine, GMC #2, Dayton, Ohio | 235 |
| Armco Metal Products #2, Middletown, O. | 234 |
| International Harvester #1, Richmond, Ind. | 233 |
| Rand-McNally & Co., Versailles, Ky. | 233 |
| Frigidaire #1, Dayton, O. | 232 |
| Delco Moraine, GMC #2, Dayton, O. | 232 |
| Dayton Power & Light #1, Dayton, O. | 232 |
| Wright-Patterson #1, Dayton, O. | 232 |
| National Cash Register Co. #2, Dayton, O. | 232 |
| GMC Truck & Coach Co. #2, Pontiac, Mich. | 232 |
| American Laundry & Machine Co., Cincinnati, O. | 231 |
| National Cash Register Co. #1, Dayton, O. | 231 |
| Speco Division Kelsey Hayes #1, Springfield, O. | 231 |

World Softball Champs

Men's (Fast Pitch) — Springfield, Missouri (19 teams): After seven years absence from the national tournament throne, the Raybestos Manhattan Cardinals of Stratford, Connecticut, fought their way through the strongest field in years to defeat Mountain View, California, 7-0 in the second game of the finals before a standing room only crowd of 7,800.

Women's (Fast Pitch) — Tucson, Arizona (18 teams): The Orange California Lionettes, after a three year absence, for the 8th time are queens of Women's Fast Pitch by virtue of a 4-1 victory over the defending champion Raybestos Brakettes of Stratford, Connecticut.

Men's (Industrial Slow Pitch) — McAdenville, North Carolina (38 teams): Avco Lycoming, Stratford, Connecticut, repeated as national champions with a 22-1 over cross town rival Sikorsky.

Women's (Slow Pitch) — Chattanooga, Tennessee (47 teams): Hialeah, Florida Converse Dots rallied for three runs in the top of the 13th inning to out last the Satallite Beach, Florida Comets, 6-3 to capture the Women's Slow Pitch title before 2,000 fans.

Men's (Slow Pitch — Open) — Parma, Ohio (34 teams): Copper Hearth, Milwaukee returned the open crown to the Midwest with a (13-12 win) over Milton, Florida (attendance 50,000).

Men's (16-inch) — Sheboygan, Wis-

consin (17 teams): The three year reign of the Chicago Sobies came to an end as Dr. Carluccis Boosters of Fox Lake, Illinois defeated them 9-8.

Dayton Bowling Meet

The National Industrial Bowling Tournament held at the Varsity Lanes in Dayton, Ohio, although not a NIRA sponsored event, annually attracts hundreds of bowlers from NIRA member companies across the country. The event is now the largest tournament of any kind open exclusively to industrial employees.

Top teams in the 31st annual event were:

| Team | Score | Prize |
|---|-------|-------------|
| Adamson No. 1, Adamson United, Akron, Ohio | 3187 | \$20,000.00 |
| Dyson's Five Nichols, Dyson & Sons, Painesville, Ohio | 3172 | 10,000.00 |
| Weirton Steel, Weirton, W. Va. | 3154 | 5,000.00 |
| Elrum, Chrysler, Detroit, Mich. | 3151 | 2,500.00 |
| Mainliners, III. Central R.R., Chicago, Ill. | 3148 | 2,000.00 |
| Chokers, NASA-Lewis, Cleveland, Ohio | 3134 | 1,750.00 |
| Gibson Refr., Greenville, Mich. | 3106 | 1,500.00 |
| Goldspots, Delco, Dayton, Ohio | 3101 | 1,250.00 |
| Wal-Kay's Cafe, Chrysler, Detroit, Mich. | 3100 | 1,175.00 |
| Customer Sales, Lamson & Sessions, Brooklyn, Ohio | 3100 | 1,175.00 |
| Moline Lanes, LOF, Rossford, Ohio | 3096 | 1,075.00 |
| Jokers, Duriron, Dayton, Ohio | 3096 | 1,075.00 |
| United Parcel Svc., Detroit, Mich. | 3094 | 1,000.00 |

Rifle

Goodyear Tire and Rubber Co., Akron, O. Team No. 1 took first place honors in the 1969 Annual NIRA/NRA Rifle Team Championship Tournament with a score of 779.

Second place was awarded to the Ford Motor Company team from Detroit, Mich. who shot 774. Sixty-one top industrial teams from NIRA affiliated firms throughout U. S. and Canada competed in the event.

Grumman Aircraft Corp. "Gold



Pictured are members of the Goodyear Tire and Rubber Co. championship rifle team (l. to r.) Mike Schenz, Joe Broderick, Bob Hixenbaugh, Ed Summers and Don Eves, president of the club.

Team," Bethpage, N. Y. Won the CO₂ rifle team event with a score of 792. Top honors in the CO₂ individual rifle event went to Henry A. Womble, Grumman Aircraft Corp., South Ozone Park, N. Y., who scored 199.

Robert T. Slack, Wright Patterson AFB Civilian Welfare came out ahead of 285 other marksmen to win the individual rifle championship with a perfect 200 score. Harold L. Slocum, Scoville Mfg. Co., Oakville, Conn. fired a 199 for the second place award.

Top finishers in the team and individual events were:

| | |
|--|-----|
| Team Rifle Awards: | |
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| | |
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| Individual Rifle Awards: | |
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| Wright-Patterson AFB Civilian Welfare | 200 |
| Harold L. Slocum, Oakville, CT — Scoville Mfg. Co. | 199 |
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Grumman's Al Oerter Named Industrial Sportsman of the Year

By Robert Benn
Recreation Director
Grumman Aircraft
Engineering Corp.

What do big industrial concerns look for when they screen, hire, and promote the young men who are the executives of the future?

You could interview 40 to 50 recruits and possibly get as many different opinions. But some major things they will agree on . . . they don't want a man with a 40 hour-a-week mind who considers his position "just a job" and consistently shirks responsibility.

They want men with brains, attitude, and motivation.

Motivation? . . . That's what makes you move. Provides inducement and incentive towards a goal.

This, blended with personality, is what makes a winner in this day and age.

Take . . . for example . . . Al Oerter. A wide-world traveler while winning an unprecedented four straight Olympic titles. Everybody's hero. A man who four times lifted himself up from the shadows of being an underdog to bask in the sunlight of acclaim while "riding" on his soaring discus.

Al Oerter is an athlete . . . and an "amateur" athlete in the true sense of

the word. Unsubsidized . . . with none of the training advantages enjoyed by such as in the college ranks. Oerter holds a full-time responsible position, and chucking the discus has had to be sandwiched between his successful business career and married life.

Al has great motivation, both in sports and in business. Four Olympic gold medals and continuous advancement on the job . . . success is what he is having as a computer analyst for Grumman Aircraft Engineering Corp., of Bethpage, Long Island, N.Y.

Oerter came right out of the University of Kansas to knock on the Grumman door ten years ago, "Because," he says, "Grumman had a good reputation."

By that time he already had won his first Olympic title at Melbourne and though he zoomed on to tack three more on his fantastic record, he has continued to remain the quiet modest amateur athlete who puts his job first. He spreads his vacation days across as many key meets as necessary.

About the time he joined the Grumman staff in an unassuming way (if 6 ft. 4 in. and 250 lbs. can be unassuming) he also married a schooltime sweetheart from Franklin Square, Corinne Benedetto. They now have two daughters, Crystiana, 9, and Gabrielle 7.

Like many others at Grumman, Al attended computer school. He had started studying engineering at college, and shifted to a major in business. As his immediate boss, Willie DeMeo remarked, "Al just studied more and went longer than the others."

According to DeMeo, Al has staff responsibility for the evaluation, selection, installation and initial operation for all Data Processing equipment interfaced with computers responsible to Digital Computing. He supervises a staff geared for procedure preparation, maintenance of manufacture billing, and equipment training.

"Al's effort in all aspects of Tele-processing has been a big contributing factor in the implementation of our tracking and MMF on-line systems here," DeMeo remarked. Oerter makes presentations explaining the Grumman systems at both in-house and outside groups, from the services and other large companies.

"Al is not only extremely capable," DeMeo says, "but he makes a very fine presentation of these systems and a big item in his favor is that he gets along so well with people."

This was evident after he had won his fourth Olympic medal at Mexico City last year. He was practically inundated by well-wishers and autograph seekers and several hundred of his co-workers got together for a special testimonial.

This computer analyst, who actually is like a machine himself every Olympic year, joined Grumman in a purchasing planning group. Then he moved up as a group leader, assistant supervisor, then a systems analyst programmer, and is now group leader and a systems analyst for the Computing Systems department. He supervises a computing program that has 230 terminals throughout the Grumman operation at Bethpage, and he says that next year it will be over 500.

Oerter spends a good many extra hours on this job and the pressures of work and being with his family haven't left much time for him to get in shape and practice with the metal and wood platter.

Oerter is now down to about 250 lbs., but when winning at Mexico City he hit 280, which he claims "Is my best weight for this competition."

Al came out of Sewanhaka high school in nearby Floral Park where he was State champion two times and holder of the National schoolboy record. He tossed the shot with great success, played a little football and started win-

Al Oerter, second from left, was given a standing ovation at a recent dinner in his honor tendered by fellow workers in the Computing Systems Dept. at Grumman Aircraft. Oerter is shown with his wife Corrine, James Connors (l.), Director of Computing Systems, Grumman Vice President Grant Hedrick and Howard Mayors, Administrative Assistant to Connors.



ning medals. He credits Jim Fraley the Sewanhaka coach at that time, for getting him interested in the discus and giving him the biggest nudge towards his dazzling career.

Oerter stepped up to the University of Kansas, because, he smiled, "Their scholarship was just as much for academics as for athletics, and that's what I liked about it." He actually started out studying engineering but switched to business after two years. Meanwhile, he was collecting a barrel of watches and medals and more than a few championships. It was there that he started his domination of the Olympics, although oddly enough, he never was favored in any of the games. Melbourne, Rome, Tokyo and Mexico City . . . they've all seen this very determined young man come out of the shadows to snatch the titles away from favorites, and set a few records along the way.

Few thought Al had much chance last year at Mexico City, but he applies himself to physical training with the same precision he uses on the job. He not only won but set an Olympic record of 212 ft. 6-1/2 in.

It won't be long before Oerter will be out on the West Island school field churning with the discus. He has some definite plans about this year, but this may be the last.

"I hope to develop to the point where I can earn invitations to a couple of

European meets, sort of setting up a competition holiday. I'm planning to take my family on a little holiday."

Another meet that Al will be aiming for is the Kansas Relays scheduled April 17-19. The meet will be dedicated to Oerter this year. He is the last Jayhawk athlete to win an event three years in a row at the Big Eight track carnival. A special open discus event is being set up for this meet.

The director of the Kansas Relays, Bob Timmons says that when he talked to Al about throwing, he insisted on open competition. He's not interested in just a throwing exhibition. "No siree, he wants to compete, so we'll be adding an open discus event to the program."

Al Oerter will be busy this spring. He's got his job, he's got his family . . . and he has a terrific urge to win.

But that's this year. The future is indistinct as far as discus competition is concerned, and the betting is that Al will not be after a fifth Olympic title.

"I'm finally reaching the point, that whatever happens, I know that I've done my very best," he stated.

"I've been in this strictly as a recreation. But now, with months and months of training, it becomes something of a job. That's when I call it off."

That's Al Oerter . . . a pure amateur, king of the discus . . . and a prince of a guy. ■

intendent of Parks and Recreation, Evanston, Illinois.

Following luncheon, the meeting resumed with discussion on Recreation Activities for a Limited Budget. Lillian Lockenvitz, State Farm Mutual Insurance Co., Bloomington, Illinois was session moderator. Speakers included Edward Mitchell, U. S. Steel Corp., Gary, Ind.; Steve Polaski, Sundstrand Aviation, Rockford, Ill.; Harold Vanden Bossche, Chrysler Corp., Detroit, Mich.; and William Krienitz, Victor Comp-tometers Corp., Chicago, Ill.

The workshop's closing session was devoted to Cooperative Industrial-Municipal Recreation Programs. Charles Wilt, Jr., Cummins Engine Co., Columbus, Ind. served as moderator. Speakers were: Charles Pezoldt, University of Illinois, Champaign, Ill.; William Wilson, City of Columbus, Columbus, Ind.; Richard Powers, Industrial Mutual Assn., Flint, Mich.; and P. J. McCarthy, Chicago Park District, Chicago, Ill.

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MISCELLANEOUS

GROUP-CHARTER FLIGHT HANDBOOK—New Guide details: Air fares; charter rates-regulations; Europe, Caribbean, World-wide; how organizers can earn free seats; airline classifications; inexpensive European charter tours. Names 1,100 typical organizations. Free details.

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NIRA NEWSLETTER

Flick-Reedy Hosts Region III Workshop

Eighty industrial and municipal recreation professionals attended the NIRA Region III Workshop held November 7th, hosted by Flick Reedy Corp. in Bensenville, Illinois.

The workshop began with opening remarks by Art Conrad, Flick Reedy Corp., followed by a session on How to Organize an Effective Recreation Program. John Meyer, Motorola, Inc., Franklin Park, Ill. served as moderator and introduced speakers Gene Miller, Michigan Bell Telephone Co., Detroit, Mich.; Patrick Feeley, The Falk Corp., Milwaukee, Wis.; Edward Meith, Eli Lilly Co., Indianapolis, Ind.; and Edward Mayhew, Bryant Air Conditioning Co., Indianapolis, Ind.

Frank Flick, president, Flick Reedy Corp., welcomed attendees at a delightful poolside luncheon. Guest luncheon speaker was Thomas R. Carlson, Super-

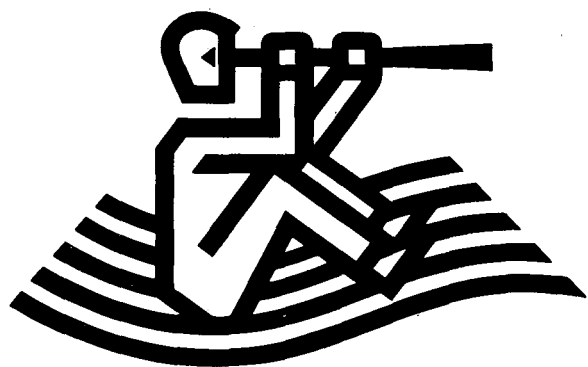
R-M YEARLY INDEX

HOW TO USE: Every complete article of consequence which appeared in R/M during 1969 is classified in this index, which is intended to serve as a ready reference tool to industrial recreation topics for our readers. The index lists the general categories of subjects reported on during the past year. Seek out the category first, then run down the list of articles for the subject you're after.

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| Cultural Activities | | <i>month</i> | <i>page</i> | | | | |
| Employee Music Groups: A Growing Trend | | Aug | 4 | NIRA Notes | | Nov | 17 |
| Kaiser Employees Form Oil Painting Club | | Nov | 4 | NIRA President Kellough Completes Term | | May | 23 |
| | | | | NIRA Sponsors Basketball Tourney | | Nov | 17 |
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| Around The Circuit | April, May, June-July, Aug., Sept., Oct., Nov., Dec. | | | Industrial Tournaments in 1969 | Jan-Feb | 32 | |
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| Publisher's Memo | Jan-Feb | | 44 | Recognition Award to John Leslie | | | |
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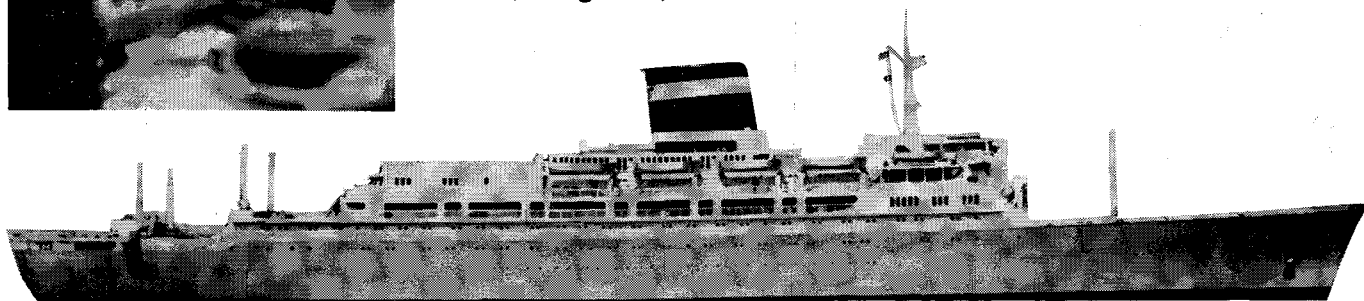
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